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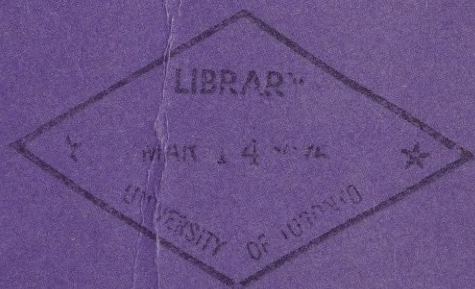
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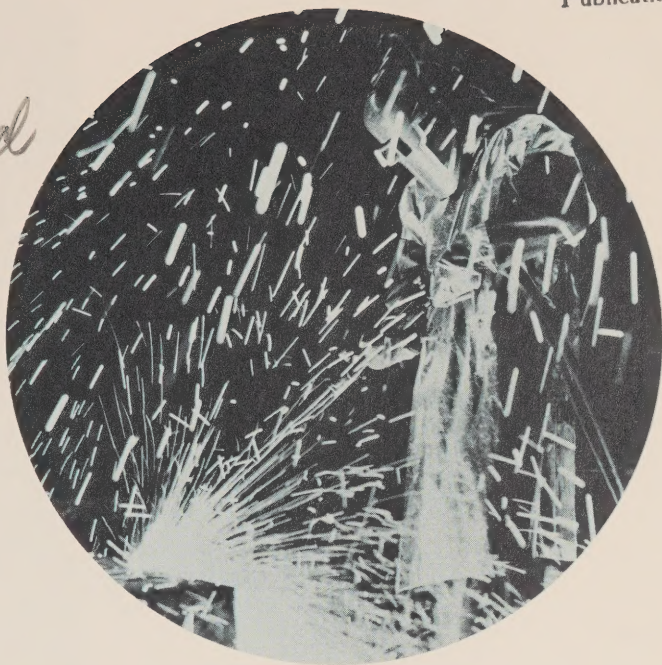
INDUSTRY, TRADE & TOURISM

Review



Ont. Ministry of Industry and
Tourism.

Ontario Industry, trade
and tourism review



Ontario

INDUSTRY, TRADE & TOURISM

Review



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Ontario

MINISTRY OF INDUSTRY AND TOURISM

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Claude Bennett
Minister

Fred J. Pillgrem
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Published July 1974



*The Honourable Claude Bennett
Minister of Industry and Tourism*

teamwork for today's objectives

Two years ago in April when the Ministry of Industry and Tourism became a new name in government it merely signalled completion of Phase One in the delicate task of welding two proud departments together.

Lying ahead was the mammoth undertaking of restructuring primarily the Ministry's three working forces — industry, trade and tourism—on the most streamlined basis possible, both at head office and in the field.

I realize it has taken the Ministry fully two years to reach the point of reorganization. But I am confident that from all the assiduous behind-the scenes planning we are now emerging as an infinitely stronger body than before, with the necessary clout, so to speak, to carry out more meaningful objectives as a team rather than as divided entities.

Ontario has trade offices throughout the world working vigorously to find export markets and foreign business partnerships the province must have to maintain economic stability.

But, it is here at home where the initiative must be taken. In the sectors of trade and industry we must intensify encouragement and leadership toward the expansion of business and catapult it into the far-flung fields of export.

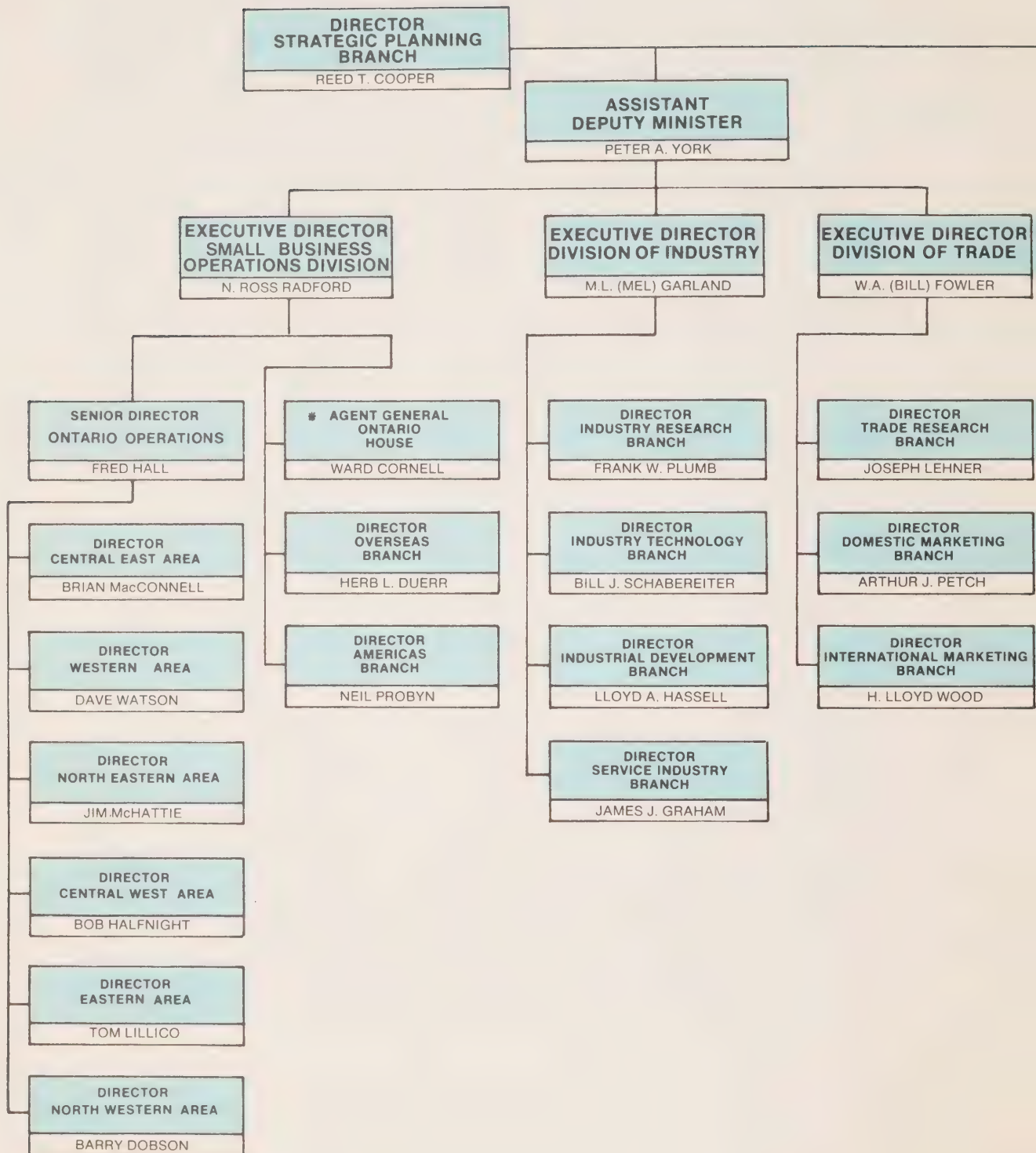
In tourism we must improve our already exalted image; induce our own citizens to travel from A to Z, not just from A to B; appeal to the other provinces that Ontario's where the action is; and most importantly, to keep on proving to the United States and the world at large that we're a visitor destination second to none.

We have installed the expertise of industry, trade and tourism in offices throughout Ontario, people who can help big businesses on the export trail, help small businesses get started, and assist in community enterprises — all the while bearing in mind that the creation of more jobs for Ontarians is the number one priority of this Ministry.

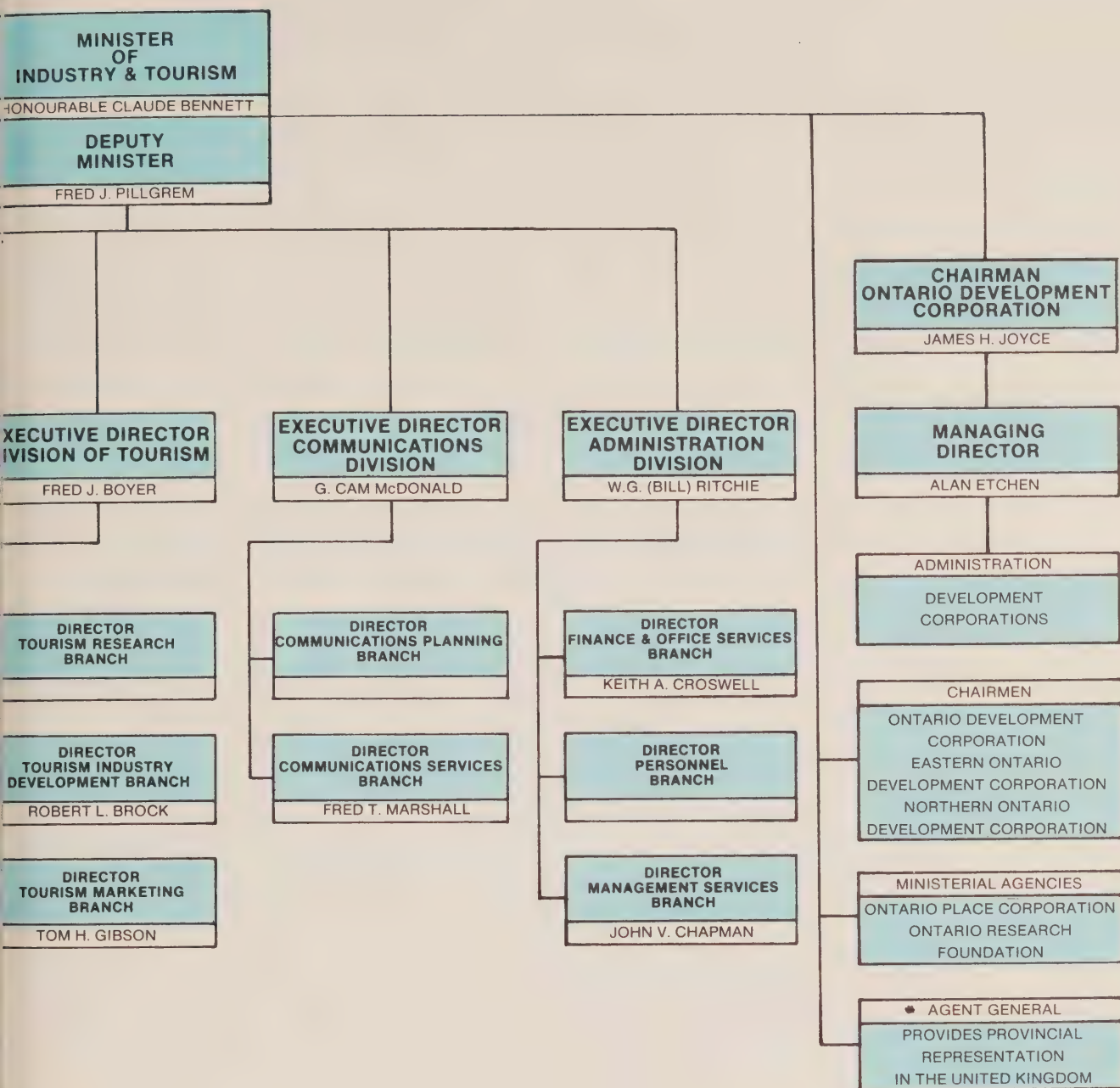


Minister.

a streamlined new ministry



June 1974



ministry of industry and tourism

The Ministry of Industry and Tourism, restructured to guidelines established by the Committee on Government Productivity, is emerging as a clearly defined organization. Of highest priority is its service to the public and incoming clients engendered through a substantial field organization.

Its goals:

- stimulate employment and income through a well coordinated development of Industry, Trade and Tourism consistent with an optimum balance between economic growth and the Ontario quality of life.

Contribute to and heighten the industrial and commercial strategy of the Province.

Its specific objectives:

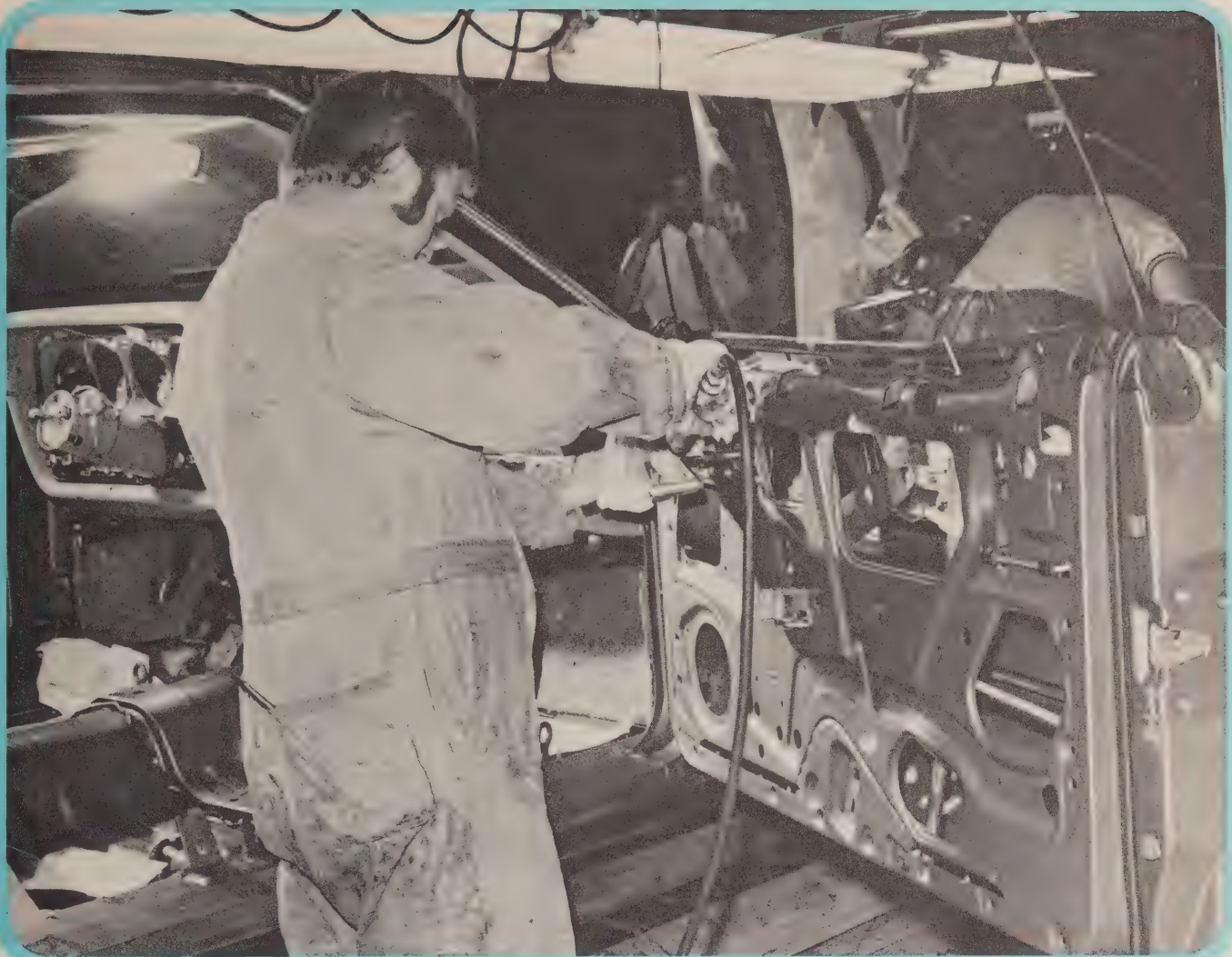
- Build a strong, competitive manufacturing base; increase exports and tourism revenue; develop the service industries; enhance with leadership Ontario small business; develop and exploit innovation, science, technology and good design; capitalize on the beneficial aspects of foreign investment in Ontario in accordance with government policy; increase exports; develop Ontario-owned international companies.

Six major divisions — Industry, Trade, Tourism, Administration, Small Business-Operations and Communications divisions each with expanded work functions and responsibilities have been established to meet these far-reaching objectives.

Three development corporations; Ontario Development Corporation, Northern Ontario Development Corporation and Eastern Ontario Development Corporation provide financial and advisory services to business in order to stimulate industrial growth, economic development and employment opportunities.



economy '73



By most yardsticks, Ontario had a good year in 1973. Gross provincial product increased 13.5 per cent. Factory shipments and retail sales increased 17.1 per cent and 11.5 per cent respectively. Sharply increased new and unfilled orders, and substantially higher corporate profits resulted in intensified capital investment, up 16.3 per cent over 1972. Business failures were fewer and man-days lost to strikes and lock-outs were lower than in the previous year.

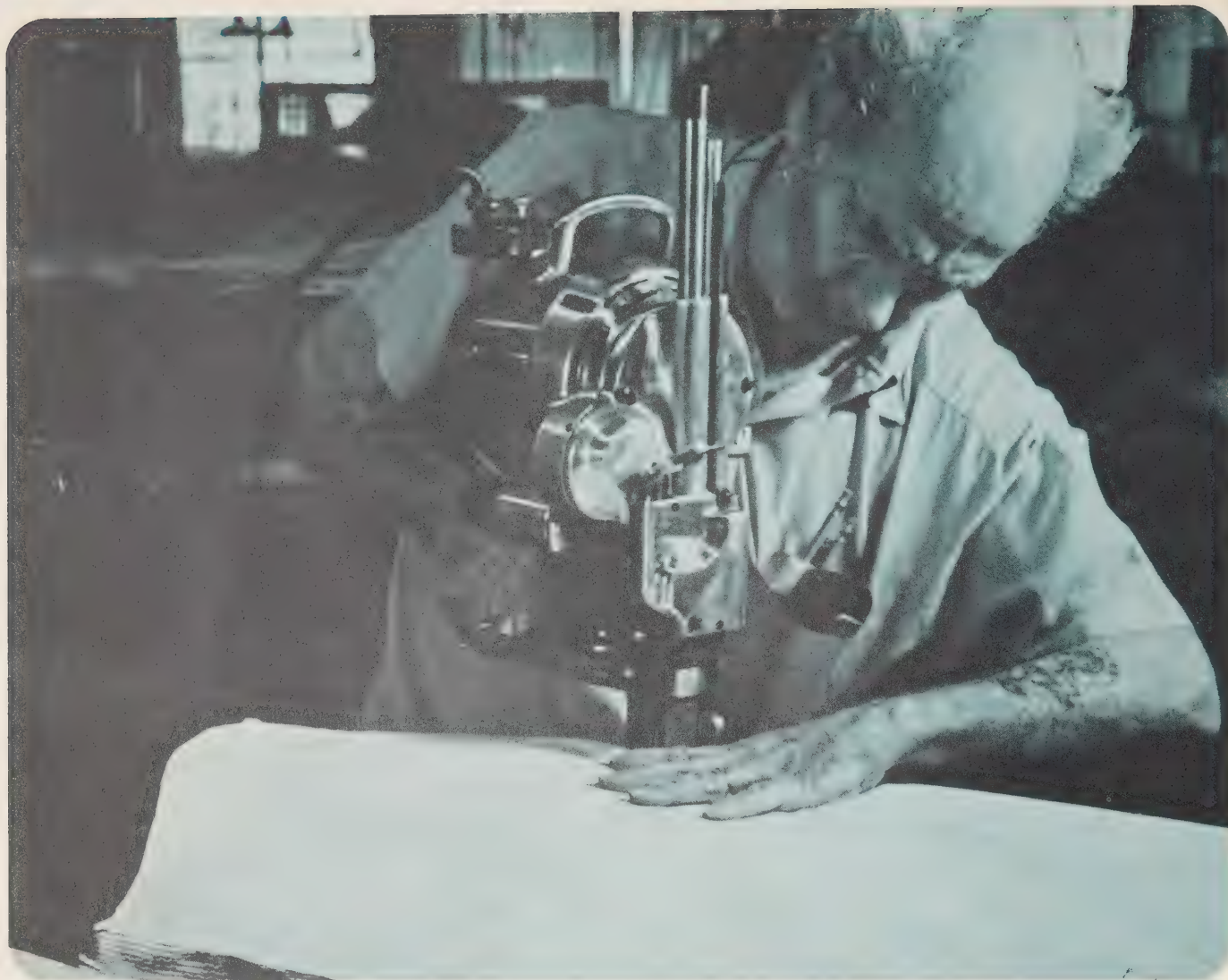
Employment increased by about 150,000 people during the year and unemployment decreased by 19,000. Still, the provincial picture at the year end contained some problem spots to be resolved. As in all industrialized areas of the world, inflation became a matter of major concern. Shortages of raw materials and skilled labor created an unfilled demand for goods and services which helped to push the consumer price index an average 7.6 per cent over the average 1972 level.

On the Federal scene, the Government passed legislation reducing corporate income taxes and allowing accelerated depreciation on the cost of machinery, for manufacturing and processing industries. The Foreign Investment Review Act became law of the land. Measures to deal effectively with the dual challenge of inflation and regional unemployment continued to receive the close attention of the Government.

Canada and the United States continued to be each other's largest customers. Strong growth of the U.S. economy and increased worldwide exports aided by a devalued U.S. dollar assisted in wiping out the record trade deficit of 1972. High rates of inflation and the uncertainties caused by the energy crisis, however, are expected to slow economic growth in 1974. Effects of the DISC program appear to be less serious than originally anticipated, nevertheless, trade relations with the United States remain a high priority concern in view of the possible implications for Canada's manufacturing sector.

On the European scene, Britain's entry into the European Community was recognized as an economic and political event of the first magnitude. Gradual loss of British preferential tariffs could result in some loss of trade with the United Kingdom, however, an offsetting improvement in trade with the Common Market is expected to develop. New trade relationships for Canada and thus for Ontario will continue to be sought and developed energetically to maintain the momentum of expanding exports.

Ontario approaches 1974 recognizing these factors but at the same time confident that strong demand will work to produce a vigorous growth year, particularly in the area of new capital investment. Mining and steel production are expanding as is the manufacture of pulp and paper products. Secondary manufacturing is expected to continue strong despite some concern prompted by international trading relationships, inflation, and the energy crisis.



As the 1974 Budget statement presented to the Ontario Legislature pointed out, the most important problem facing us today is inflation. The year 1973 was one of record growth in Canada and in Ontario, but excessive price rises eroded much of the benefit which should have accompanied this strong development. Prices have accelerated steadily and we are faced with the prospect of 10 per cent inflation in 1974.

This worldwide phenomenon is threatening the stability and growth of the economies of the industrialized world. The growing shortage of basic raw materials and energy supplies is adding to inflationary pressures. There is little prospect for an early return to price stability unless all jurisdictions employ the powers at their disposal with new determination and courage. The Government of Ontario is willing to use every practical measure within its con-

stitutional jurisdiction to combat inflation, in the expectation that other responsible organizations in the public and private sectors will do the same.

The forces of inflation, the 1974 Budget notes, are durable and persistent. To beat back these forces requires concerted action by all levels of government. Ontario will provide leadership by initiating a course of forceful action which includes:

new measures to offset the effects of inflation, new measures to restrain inflation and stimulate supply, new measures to share resources with local governments.

Success in controlling inflation will depend on the cooperation of the wage earner, the consumer and the businessman. But it will also depend greatly on leadership and action by the federal government to puncture the myth that inflation is inevitable.

Among the factors contributing to Canada's recent experience with inflation are:

A strong coincidental industrial boom in major trading nations during 1972 and 1973;

Oil price increases and supply interruptions;

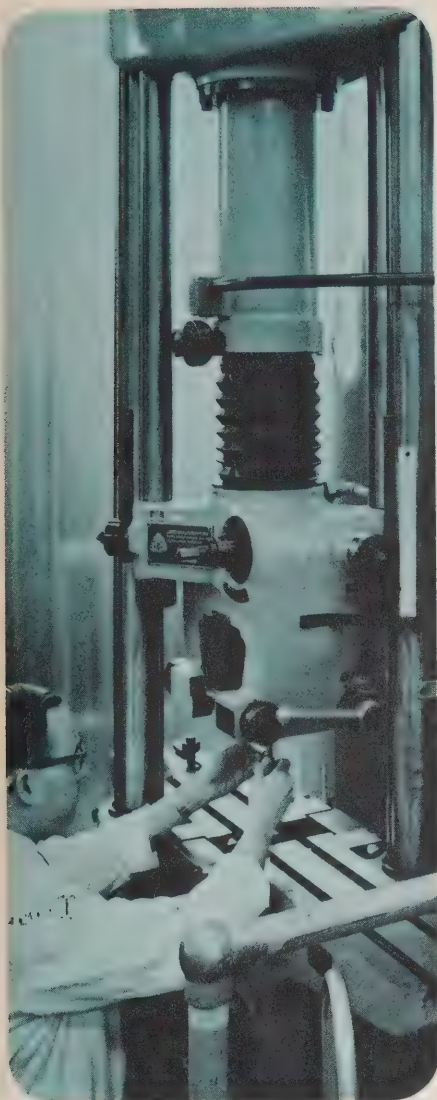
A substantial realignment in world currencies;

The lifting of U.S. price controls;

Poor agricultural harvest, including sugar, cotton, oilseeds, feed grains, fish protein and fruit; and

Rapid increases in federal government spending.

The immediate outlook for inflation in Canada and other countries is dominated by considerations related to the recent dramatic rise in crude oil prices. Oil, of course, is a major form of energy in industrial production, transportation and heating. It is also the basic material required to produce numerous chemi-



cals, plastics, synthetic resins, and fertilizers which enter into the production of a vast array of intermediate and final goods. Hence, changes in oil prices filter through the entire economic system in a more pervasive fashion than a change in the price of most other basic raw materials.

The pressures which built up in 1973 as a result of rapid advances in wholesale prices and accelerating wage increases will put strong upward pressure on costs and prices in 1974. Wage demands this year are expected to be particularly strong.

While it is difficult to assign precise magnitudes to changes in the general level of prices this year, it appears that the overall consumer price index for Canada could rise 10 per cent or more, compared with 7.6 per cent in 1973.

ECONOMIC OUTLOOK FOR ONTARIO

The following outlook for Ontario takes account of the recent decision at the federal-provincial energy conference on March 27 to raise the price of oil to \$6.50 from \$4.00 per barrel. The flow of revenue to the oil producing provinces is likely to result in a substantial increase in spending and incomes in the rest of Canada including capital outlays for energy resource development. Also there will be substantial revenue gains via equalization to the lower income provinces.

The resulting increased demand for Ontario's output will tend to offset some of the adverse effects on growth and employment in Ontario resulting from the oil price increase.

Real Gross Provincial Product (GPP) is expected to advance by 5.0 per cent in 1974.

The unemployment rate is expected to rise moderately to 4.5 per cent.

Consumer prices could advance by 10 per cent or more in 1974 and the GNP price deflator by 7.7 per cent.

The main bright spot in the 1974 outlook is strong investment expenditure, particularly in the manufacturing sector.

Real consumer spending is expected to remain strong, though the growth this year might be much less than that of the last two years.

PROSPECTS FOR GROWTH

The economic outlook for 1974 is favorable. The basic problems will be those associated with a high level of growth, particularly supply shortages and rising prices.

There is uncertainty in international markets about future economic conditions resulting from the energy situation. Canada, however, is in a relatively favorable situation since its energy supplies are adequate to meet domestic

demand. In addition, a large and diverse natural resource base places Canada in a strong position with respect to future economic development. These factors will support the continuing progress of the Ontario economy which is already internationally competitive in many areas including steel, nuclear power, mining, automobiles, transportation, communications, agriculture, forestry and tourism. The production sectors are supported by a wide range of capital market institutions that are closely linked to world financial markets, especially those in the U.S.

FOREIGN TRADE

The economic prosperity of Ontario depends to a considerable degree on exports. In 1973, 22 per cent of Ontario's Gross Provincial Product was exported. A limited domestic market, and the importance of scale and specialization to our manufacturing industry make access to foreign markets a must.

In our overall economic picture, exports represent for Ontario, one of its most important activities. The present challenge in our foreign trade is to increase the role and growth of exports of fully manufactured goods, to help maintain the necessary increase in employment opportunities for an expanding labor force and sustain a rate of growth sufficient to generate the necessary foreign exchange earnings needed to pay for rising imports.

From 1965 to 1973, Ontario exports increased by 300 per cent. Over this period there has been a significant shift in the composition of our exports, from primary commodities to manufactured goods. The section "End Products Inedible", in our statistical data, which represents the bulk of fully manufactured goods, increased during the period 1965-1973 by 665 per cent. The major determinant in the increase of our exports of manufactured goods is our exports of automotive vehicles and parts.

Diversification of our exports by countries and commodities is another requirement of our foreign trade effort. In the last five years an average of 85.8 per cent of Canada's exports and 90.1 per cent of Ontario total exports were directed to five major countries.

Ontario and Canadian exports to selected countries 1972-1973 were as shown in the table below

The United States is the largest customer of both Canada and Ontario. It overshadows all other countries in the amount of our exports. In turn, Canada is also the best customer of the United States.

Passenger cars and parts moving under the Canada - U.S. Automotive Agreement make up the major sector of Canadian exports to the U.S. The major markets for Ontario exports to the U.S. are the States of Ohio, Michigan, New York, New Jersey, Pennsylvania, Illinois, Indiana and Wisconsin. Together they accounted for over 76 per cent of the total value of Ontario exports to the U.S.

After the U.S., in order of the value of Ontario exports, comes Europe. The enlarged European Community represents a giant concentration of economic power. The impetus created by the E.C. in removing its internal trade barriers spurred its members to new economic dynamism which is reflected in a higher standard of living and increased production.

West European markets are among the fastest expanding markets in the world. There is a continuing increase in intra-European trade, as part of the process of European economic intergration. This inward-looking oriented E.C. could prejudice prospects for broader world trade. The bulk of Canadian and Ontario's exports to the European Community consists of raw materials. End Products, inedible, represented 26.6 per cent of total Ontario exports to the E.C. in 1973.

Ontario exports to Eastern Europe in 1973 were \$44.6 million. This represents 0.4 per cent of total Ontario exports. Ontario and Canadian exports to East Europe do not follow the same pattern as those of other Western countries, which are geographically closer to East European countries, and historically more market-oriented toward East Europe.

In the last decade, there has been remarkable economic progress and growth in the Pacific Area. This area is now Canada's third largest market, after the United States and Western Europe.

ONTARIO AND CANADA EXPORTS TO SELECTED COUNTRIES

COUNTRY	CANADIAN			ONTARIO		
	1972	1973	% OF TOTAL	1972	1973	% OF TOTAL
United States	13,921,619	17,061,916	67.7	7,420,132	8,876,692	81.2
Japan	961,919	1,800,247	7.1	70,525	118,081	1.1
United Kingdom	1,328,125	1,588,736	6.3	518,034	581,821	5.3
West Germany	316,184	444,383	1.8	71,154	129,144	1.2
France	157,232	215,756	0.9	37,300	50,355	0.4
Norway	153,039	181,142	0.7	140,866	161,967	1.5
Australia	156,638	209,555	0.8	57,471	78,005	0.7
Italy	201,483	294,903	1.2	22,428	55,528	0.5
Belgium-Lux.	198,331	284,007	1.1	31,545	63,736	0.6
Netherlands	252,197	286,368	1.1	55,352	63,721	0.6
Others *	2,330,431	2,840,572	11.3	635,052	750,634	6.9
TOTAL	19,977,198	25,207,585	100.0	9,059,859	10,929,684	100.0

Source: Statistics Canada
Ontario Exports by Countries * Figures may not add due to rounding.

For Ontario in order of importance, the Pacific Area comes after the U.S., Western Europe and Latin America. The major contributing factor in the rise of Canada's and Ontario's exports to this area is our exports to Japan.

Latin America possesses the necessary economic and human potential to become one of the most rapidly growing industrial areas in the world during this decade. Despite increased regional protectionism which is having a deleterious effect on our exports of certain manufactured goods, Latin America represents a potential market for Canada and Ontario. In 1973, Canada's exports to Latin America were \$388.4 million and Ontario's exports were \$139.6 million.

The importance of Latin America for our exports is based not only on its import potential, but further accentuated by the fact that about 68 per cent of our exports to Latin America (1973), consisted of fully manufactured goods, which is, with the exception of the United States, the highest share of fully manufactured goods in Ontario exports to any other area in the world.

Canadian exports to Africa in 1973 were \$179.5 million. Ontario exports to this area were \$69.4 million. Governments are the largest single buyers in this area. Governments purchase vast quantities of goods for agriculture, communications, health, education and other public services. A large proportion of government expenditures goes for capital goods for development programs.

After East Europe, our exports to the Middle East represented the smallest share of total Ontario exports in 1973. Ontario exports to this area were \$38.0 million or 0.3 per cent of total, while Canadian exports were \$185.0 million or 0.7 per cent of total.

The Middle East is probably one of the most promising of world markets. It is the largest crude oil producing area in the world and the ever expanding oil income of Middle East countries, indicates opportunities for rapid market expansion.

In recent years, the commodity structure of world trade has undergone profound changes. This is reflected in the general pattern of Canadian trade, where trade has shifted from primary products towards sophisticated manufactures. From 1963 to 1973, the share of Canadian exports of Agricultural products, Crude and Fabricated Materials decreased from 42.5 per cent of total exports to 32.6 per cent, while exports of "End Products" increased from 11.5 per cent to 34.2 per cent. On the other hand the share of Canadian imports of "End Products" increased from 48.4 per cent in 1963 to 63.5 per cent in 1973.

The table below shows Ontario Exports by Commodity Section, 1972-1973

The continuing demand for our raw materials and semi-fabricated products in principal world markets has been one of the main factors in the increasing volume of Ontario exports 1972-1973. However, by total value in Ontario exports, "End Products, inedible" have the

leading position — 64.7 per cent of the total value of Ontario exports in 1973. The biggest share in this Section belongs to exports of automotive items which in 1973 amounted to \$5,042.9 million. Ontario exports of fully manufactured goods are still impressive, even when our exports of motor vehicles are still excluded. Ontario exports of "End Products, inedible" - excluding road motor vehicles and parts - in 1973 were \$2,024.1 million and in 1972, \$1,665.5 million.

The volume of total Canadian imports increased during the last decade by 253 per cent, from \$6.6 billion in 1963 to \$23.3 billion in 1973. Canadian exports increased from 16.8 billion in 1963 to \$25.2 billion in 1973 or by 270 per cent.

One of the principal objectives of our foreign trade policy is to increase our exports of fully manufactured goods which will lead to further and accelerated development of new job opportunities, and a higher standard of living. Today, it is generally recognized that there is an important relationship between a country's trade performance and its technological and innovative capability. Our ability to increase our exports of "fully manufactured goods" depends largely on the degree to which advanced technology and innovation are incorporated into production and usage.

TOTAL ONTARIO EXPORTS 1972-1973

COMMODITY SECTION	1972			\$ 000			CHANGE
	DOMESTIC	RE-EXPORTS	TOTAL	DOMESTIC	RE-EXPORTS	TOTAL	
Live Animals	38,107	54	38,161	47,573	296	47,869	+25.4
Food, Feed, Beverages & Tobacco	418,697	9,136	427,833	533,887	17,300	551,187	+28.8
Crude Materials, Inedible	756,528	5,078	770,606	962,236	6,516	968,752	+25.7
Fabricated Materials, Inedible	1,679,233	90,915	1,770,148	2,177,502	94,070	2,271,572	+28.3
End Products, Inedible	5,855,528	175,841	6,031,369	6,862,084	204,879	7,066,963	+17.2
Special Transactions- Trade	20,276	1,466	21,742	22,285	1,056	23,341	+ 7.4
TOTAL	8,777,369	282,490	9,059,859	10,605,567	324,117	10,929,684	+20.6

Source: Statistics Canada
Ontario Exports by Commodities



division of industry



UNITED KINGDOM: Premier William Davis and Industry and Tourism Minister Claude Bennett led a delegation of leading Ontario manufacturers to the United Kingdom in May 1973, The U.K. Trade and Investment Mission. Here, Premier Davis speaks at a luncheon given by the Lord Mayor of London

DIVISION OF INDUSTRY

In November, 1973 the reorganization and decentralization of the Ministry resulted in the Division of Industry being formed with four branches — Industrial Development, Technology, Service Industry and Research and Planning. These four branches will work closely with the field offices of the Small Business-Operations Division.

The Industrial Development Branch will be concerned primarily with industrial policy and program development with special emphasis on small manufacturing businesses.

The Technology Section will be involved with development and innovation of science, technology and design, and providing specialized technical counselling to industry.

The Service Industry Branch introduces a new function of the Ministry and will provide assistance to developing and established service industries.

The Research and Planning Branch will make available industrial data and statistics to support industrial feasibility studies and development programs.

THE INDUSTRIAL LOCATIONS SECTION

The Industrial Locations Section promoted and assisted industrial development throughout Ontario by providing services to entrepreneurs and established companies. Those planning new manufacturing establishments or expansions to existing facilities were provided with detailed information for their feasibility studies and subsequent site locations.

At the municipal level, efforts were maintained throughout the year to increase manufacturing capacity and to overcome regional unemployment problems by attracting new industry. Qualified municipal industrial development

consultants of the Industrial Locations Section provided guidance to municipal councils and industrial commissions on industrial development programs and problems.

During the year, 79 consultations were held with representatives of 57 communities in addition to five full scale Industrial Development Training Courses which were attended by some 137 local municipal officials and other interested citizens.

A major project of the Section was the preparation and distribution of annual Municipal Industrial Surveys. In 1973, a total of 387 municipalities participated in the survey. The surveys were distributed widely with 381 complete sets and 8,825 individual reports being provided to industrial prospects, commercial organizations, libraries and various government offices.

An industrial building listing service helped communities find occupants for vacant industrial buildings. At the beginning of 1973, 329 such buildings were listed in the files of the Section. During the year some 184 were sold or leased and 105 listings were added.

The number of new manufacturing establishments recorded in Ontario increased to 161 in 1973 from 145 in 1972. These added 2,616,000 square feet to the Province's manufacturing and industrial space with 3,763 new jobs being created, according to the Ministry's annual survey. The expenditures for new buildings and equipment were estimated at \$62,068,400. In addition Ontario plants expanded their facilities by 7,258,927 square feet to create new jobs at an estimated cost of \$446,573,440.

The Selective Placement Services of the Industrial Locations Section were reoriented to place emphasis on advising industrial clients where potential employees with the required skills were available and locating opportunities for employees affected by plant closures.

With the upsurge in Ontario's economy it became evident that a wide range of industries were experiencing severe shortages in locating skilled and professional personnel. Frequently, it was found that the unavailability of specific skills curtailed a company's expansion and after extensive employment surveys, employers found it necessary to recruit outside of Canada.

During 1973 Selective Placement Services assisted 921 employers and conducted 121 overseas recruiting programs, which resulted in 1,259 offers of employment. It is estimated that over 1,000 vacancies were filled in this manner. Overseas recruiting efforts were successful in developing opportunities for semi-skilled and unskilled personnel in the domestic labor force. For example, one company reported that the recruitment of 9 highly skilled immigrants resulted in an increase of 119 in its total work force.

Throughout the year, close liaison was maintained with Canada Manpower Centres and Canada Immigration Offices throughout the Province on matters relating to placement, personnel relocation, skilled and professional employment surveys and selective immigration.

INDUSTRY - ORIENTED TECHNOLOGISTS

The Technology Section assists Ontario companies in their efforts to keep pace with the rapid advances in technology taking place throughout the world. Qualified staff consultants identify and evaluate new materials, products, processes and systems by communicating with industry associations, research institutions and universities both here and abroad. By means of seminars, mission programs and individual consultations, the information obtained is then disseminated to Ontario manufacturers with the objective of enhancing their competitive positions in the international market place.

The Section has been re-organized on an industry sector basis to provide more specialized assistance for the major segments of Ontario industry. The service will be expanded to other sectors as needs are identified.

One of the activities designed to acquaint Ontario companies with technological developments in other parts of the world is the Industrial Technology Development Mission. Selected executives with engineering, design and production responsibilities are invited to participate in such missions which attend scientific or engineering conferences, visit applied research institutions and observe operations in advanced manufacturing plants.

The mission program has been found to be of particular benefit to the small and medium-sized Ontario companies

which have neither the international affiliations from which to draw technological know-how nor the financial capacity to support research and development in sufficient depth.

In 1973, twenty-eight companies participated in four missions to Switzerland, Italy, Germany and England to study operations and techniques in bio-medical engineering, building equipment, chemical, and machine tool industries.

In addition innovations in the areas of advanced transportation equipment, bio-medical instrumentation, plastic waste recovery and new plastic applications and many other industrial fields were investigated. Information obtained was provided for development and improvement of Ontario products and processes.

A new domestic mission program was instituted to acquaint Ontario industry with technological developments taking place within Canada. These missions are directed toward research facilities such as the National Research Council, Ottawa; the Ontario Research Foundation, Toronto; various universities and other sources of technological development in Canada. Particular emphasis has been placed on the support of a number of industry sectors such as apparel manufacture, foundry industry, furniture manufacture, etc. to improve productivity and profit potential.

Product Development Seminars were conducted at 10 locations in Ontario during 1973 with 149 representatives from 126 companies attending. (See *Growth Inventory*, page 75.) This program provided manufacturers with opportunities for private discussions with consultants in the areas of industrial design, engineering, accounting and marketing as related to product development. Seminars were held in St. Catharines, Windsor, Aurora, Barrie, Sault Ste. Marie, Thunder Bay, Kitchener, Arnprior, Bracebridge, and Chatham.

An industrial engineering department was established to assist manufacturers in techniques of work study and plant layout. In cooperation with a number of community colleges, Low Cost Automation Seminars were sponsored to assist industry to increase productivity through the application of inexpensive automated control.

The section is continuing to expand its role of establishing better communication between industry, the Federal Government and the scientific community to encourage the practical commercial application of product and process innovations.

Supplementing the more formalized activities of the section, individual consultations to review technological and

business opportunities were held with 1,163 companies during the year.

MANUFACTURING OPPORTUNITIES

The Manufacturing Arrangements Section works with established industries in the Province to help them find new manufacturing opportunities for their diversification programs and to maximize the use of their production facilities.

Additionally, licensing and joint venture opportunities gathered from around the world bring together new designs, products, capital and new domestic markets; all intended to increase the profitability of Ontario companies and the employment of people.

MANUFACTURING OPPORTUNITIES BULLETIN — One of the most closely studied industrial publications is available to Ontario industries on a monthly basis. A five-part bulletin lists manufacturing opportunities in the following sections: Joint Ventures, Products and Processes, Inventions, Production Facilities Available, and Contracts Available. These opportunities, sent to some 5,000 companies, generated 6,884 enquiries.

JOINT VENTURES — Foreign companies wishing to cooperate as business partners with established Ontario firms are encouraged to set up new enterprises in Ontario on a joint venture basis.

They are introduced both directly and through the medium of the bulletin service. Usually, the financial and technical contributions of the foreign company are combined with the Ontario partner's marketing and/or manufacturing expertise to enhance the success of the new company.

During 1973, 241 joint venture opportunities were published in the bulletin, resulting in over 1,553 enquiries from industry, and 21 completed agreements of which 18 have been authorized for publication in this issue.

NEW MANUFACTURING ARRANGEMENTS — The program is designed to assist Ontario companies to find new products to manufacture and sell under license from companies wishing to enter the Canadian market. This adds to the economy and produces new jobs. During the current year, 690 licensing opportunities were published in the monthly bulletins and 3,662 enquiries were received from industry. Completed licensing agreements recorded for the year were 150 with over 1,200 new jobs generated. Of the 150 completed licensing agreements 123 have been authorized for publication in this issue.

INDUSTRIAL CONTRACT PROCUREMENT PROGRAM — Obsolescence of product lines, business cycles in particular industries, or investments in new equipment and plant facilities, Ontario industrialists occasionally have production capacity surplus to their immediate needs.

Publication of such surplus facilities in the Production Facilities Available section of the bulletin or, conversely, listing of a product requirement in the Contracts Available section, brings these opportunities to the attention of about 5,000 Ontario manufacturing industries.

During 1973 a total of 133 companies listed their surplus production facilities in the bulletin, while a further 121 items were listed in Contracts Available section. The combined listings resulted in the placing of contracts to the value of \$5,100,000.

INVENTIONS DEVELOPMENT PROGRAM — Basic information is provided to inventors who are interested in developing their ideas through the various steps of prototype preparation, patent application and actual presentation of their inventions to Ontario industries interested in licensing arrangements.

During 1973 approximately 155 inventions were presented to Ontario manufacturers through the medium of the Manufacturing Opportunities Bulletin. Approximately 500 enquiries were received.

The Program includes consultations with other agencies, such as the Ontario Research Foundation and the Ontario Development Corporation, where prototype evaluation and financial consideration are involved.

PRODUCT PROSPECTING MISSIONS — This is an extension of the bulletin service to further acquaint Ontario industries with licensing opportunities in other parts of the world. Each mission consists of a group of about ten industrialists who are escorted to important international trade fairs throughout the world for the purpose of looking for new products and ideas.

Additionally, appointments are pre-arranged for the mission members to meet foreign industrialists who are interested in having their products manufactured in Ontario for the North American market. During 1973, six missions were sent abroad involving 49 industrialists. They attended trade fairs in Italy, Germany, Austria, Yugoslavia, the United Kingdom, the Scandinavian countries and the United States.

MANUFACTURING OPPORTUNITY DAYS — Under the auspices of the local Industrial Commissioners and Ministry's Ontario Field Offices, M.O.D.'s are organized in which private appointments are arranged for manufacturers to discuss new manufacturing opportunities with Industrial Development Officers of the section. Over 1,000 manufacturing opportunities files are taken to a selected location in the Province and appointments are arranged throughout a three or four day period. This program eliminates the need for businessmen to travel to Toronto to seek information on new business opportunities.



ZAGREB, YUGOSLAVIA: John Pazulla, Ontario's man in Vienna, reviews the directory of exhibits at the Zagreb International Trade Fair with members of Ontario Product Prospecting Mission No. 18 — first mission of its type to travel to East European countries.

During 1973, Manufacturing Opportunity Days were sponsored by the Industrial Commissioners of 10 Ontario municipalities at which a total of 391 private interviews were conducted in connection with potential licensing agreements.

RESEARCH AND PLANNING

The Branch is the analytical and planning arm of the Industry Division. In addition, research support is provided to the Ontario Development Corporation and short market reports are provided to manufacturers in the province. The Branch is also responsible for the preparation of publications and manufacturers' directories designed to assist industrial development in the province.

Of major importance to the Branch are in-depth studies on segments of Ontario's manufacturing economy. Completed studies include a report on the automotive industry, an in-depth study on the furniture industry in Ontario and others.

Several industries also require constant review as conditions and policies in Ottawa are altered. These include the automotive industry, the textile, chemicals shoe and leather, and rubber industries.

During the year the Research Branch was also heavily involved in the Ontario Government's new mining policy, to extend processing of its natural resources. The Branch was represented on an Interdepartmental Task Force administering the government's policy under Section 113 of the Mining Act.

The new rounds of GATT negotiations also demanded attention. The Research Branch spearheaded the Interministry Committee on GATT and maintains liaison with the Canadian Trade and Tariffs Committee in Ottawa.

INDUSTRIAL TECHNOLOGY DEVELOPMENT MISSION PROGRAMS

In the present economic climate of competition increased productivity has become a much used term, often with only vague notions of how it can be

achieved. Labor and ancillary costs are rising and, to offset them, a higher rate of productivity with increased output per man has to be achieved for products to be competitive in price. Increased productivity is therefore the watchword today, and it is likely to remain so for many years.

Advanced material and equipment technology is also an important consideration in product design and manufacture. Many important, practical, and commercial advances in engineering have in the past been delayed or hindered through lack of suitable materials or advanced manufacturing techniques. The great need at the present time is for materials that have high strength to weight ratios with low cost to completion of finished product characteristics.

This is the objective of the Industrial Technology Development Mission programs sponsored by the Ministry. Mission delegates are given the opportunity of attending leading international events in the production engineering field. Trips are made to manufacturing plants in countries where advanced technology is practised. Giving delegates the opportunity to make an analysis of production techniques, to consider material applications review, in plant training methods, and study management methods in general.

There have been some 35 mission programs developed over the past five years. It is impossible to present all the factual details on how each participating company benefited from having a delegate attend such a mission. It is, however, possible to isolate several particular case histories:

L.B. Menard, General Manager of Nickleson Tool and Die Co., Windsor, was a delegate on Mission No. 12 which attended the Machine Tool Design and Research Congress at the University of Birmingham, England and the Machine Tool Congress and Equipment Exhibition in Hannover, Germany. Some 15 months after returning from the mission Mr. Menard contacted the Technology Branch and informed us that his company benefited by being able to gather on a first hand basis technical data which have advanced the company's design concepts. Also, as a result of the mission his company was able to supply a deep hole, numerically controlled drilling machine at a sales value in excess of \$30,000 which they normally would not have attempted to build.

W. Hassler, President of Hassler & De Way Ltd., Brampton, also a delegate on Mission No. 12, experienced an increase of some 25 per cent in company sales over the following year because of the application of new techniques and equipment due to his participation on this mission.

In addition to the many benefits obtained by the mission delegates, this

Province's industry has experienced many additional benefits, for example: Mission 4 attended the Cranfield Fluidics Conference and Exhibition at Warwick University, Coventry, England, during 1970. One of the most interesting presentations at this conference discussed the application of Low Cost Automation Techniques to the production capabilities of short run countries. This short run concept particularly impressed the Mission leader, the Ministry's delegate, who on returning to Toronto set up a Low Cost Automation Program for the Technology Branch in cooperation with several Community Colleges, Universities and the Association of Professional Engineers of Ontario.

To date in excess of 2,000 engineers and technicians from across the Province have been introduced to L.C.A. A low Cost Automation Centre has also been established at Sir Sandford Fleming College in Peterborough to serve local industry. Several other Colleges are presently considering setting up such L.C.A. centres.

A further advance to the Technology Mission Program is presently being tried out. By this new approach the International Congress organizers are approached by the visiting mission delegates and asked to bring their congress to Ontario at a future date. This has proven to be a most successful exercise.

The first such International Congress was recently presented in Toronto. The 11th International Numerical Control and Computer Aided Manufacturing Conference was held at the Royal York Hotel in Toronto during the first week of April. There were over 800 delegates in attendance at this Congress from some 20 countries of the world. The most important factor from the Canadian industry point of view was that these visiting delegates were leaders in their particular field. They toured our industry and returned to their homeland better informed on Ontario's technical capability. In addition some 150 Ontario based manufacturing engineers and plant managers had the opportunity to attend the Congress and to make contact with some of their overseas counterparts. They also had the opportunity to discuss in plant problems at a series of workshops which the Association of Professional Engineers assisted in providing in cooperation with the Numerical Control Society.

Next time you hear a colleague or business associate refer to being a participant in the Ontario Ministry of Industry and Tourism's Industrial Technology Development Mission Program, rest assured that he is in good hands and that a large amount of effort and planning at the Technology Branch has made the program factual and successful.



division of trade



Members of a trade delegation from the People's Republic of China discuss Ontario aircraft manufacture with a Ministry trade counselor. The trade delegation visited Canada under the auspices of the federal government.

TRADE MISSIONS

During 1973, the Division of Trade, International Marketing Branch, conducted 22 trade missions into 15 different countries in its program to assist Ontario manufacturers to penetrate into the export market of the world.

One hundred and sixty-nine Ontario companies participated in these trade missions and for the vast majority of them it was their first attempt to market into the countries visited. For many of them, particularly those participating in trade missions to the United States, it was their first venture into exporting.

To establish and maintain world market contacts, the Ministry has a work force covering 35 countries in 16 international field offices; six in the United States — Boston, Chicago, Cleveland, Los Angeles, Minneapolis and New York. Others are located in Mexico City, Sao Paulo, Brussels, Frankfurt, London, Milan, Stockholm, Tokyo and Vienna. These offices offer advice to business

people on exporting procedures, currency and potential market areas.

To aid the manufacturer, the international staff works in conjunction with industrial development officers in Toronto, in arranging trade missions, business appointments, plant visits, incoming buyer missions, tourist incentive programs or in some instances provides consulting services with government or investment representatives. Estimated total sales of \$14,424,000 in the first year for all 22 trade missions were reported by the participating companies.

INTERNATIONAL EXHIBITIONS

Ontario companies were represented at nine international exhibitions in 1973 in a program organized by the International Marketing Branch of the Division of Trade.

Sixty-four companies displayed their products in exhibitions held in the United States, United Kingdom, Japan, and Italy, and covered products such as furniture, fur garments, electronic components, pollution control equipment,

audio visual equipment, packaging machinery, and general industrial equipment.

Estimated first year sales for participating companies was \$9,264,500.

Often trade missions include visits to international trade fairs and exhibitions, and executives from Ontario-based companies are able to search out new products, and processes of manufacturing techniques which could be used to increase product diversification, manufacturing volume and profits.

In addition, the program introduces Ontario companies to foreign concerns wishing to establish contracts for licensing or joint ventures for expansion in Canada.

INCOMING BUYERS AND AGENTS

During 1973 the Division of Trade, International Marketing Branch, brought 49 buyers and agents to Ontario from 14 different countries.

division of trade

Contacts were made with 476 Ontario manufacturers.

In addition, 105 buyers and agents visited Ontario on their own initiative and contact was made with a further 542 Ontario manufacturers.

As a result of this activity immediate sales of \$5,539,638 were reported with pending orders for a further \$3,622,000.

TRADE RESEARCH

The activities of the Trade Research Branch are an integral part of the total marketing effort of the Trade Division, providing research assistance to the main operational activities of the Division, other government agencies and the business community in Ontario. The competitive pace of technology, marketing and trade is so swift that Research is constantly confronted with the need to strive for more and more market information. The gathering, analysis and dissemination to businessmen and Government, of relevant economic intelligence concerning the national economy and trade in general, and production and opportunities for specific industries in domestic and foreign markets in particular, is the indispensable starting point for effective market planning in all functional areas.

As part of its research duties, the Trade Research Branch produces market studies by countries and commodities. In the *Foreign Market Studies by Countries*, an analysis of the economic and trade environment of a particular market is provided and an endeavor is made to indicate export opportunities for Ontario manufacturers.

Foreign Market Surveys by Commodities present the basic economic factors concerning foreign markets for a determined product or range of products. They analyze the competitive position of these products, outline foreign market practices, and present in an organized manner important economic and trade data that should be taken into account in planning an export drive for a particular manufacturing sector.

The technical problems in conducting foreign market research might vary from country to country, but the overall objectives of marketing research are the same — to answer questions with current, valid information that a government officer and businessmen can use to design and implement a successful foreign marketing program.

Domestic Market Surveys are primarily concerned with analysis of imports into Canada for specific products or groups of products. As a consequence, this could lead to suggestions for import

substitutions with consequent accelerations in industrialization and increased job opportunities in Ontario.

Statistical analysis of Ontario exports, Canadian imports and exports, and the trade data of foreign countries, constitute a significant part of the activities of the Trade Research Branch. The branch prepares the annual edition of *Statistics for Profit*, a publication designed to assist Ontario manufacturers in assessing both exports and domestic market potential. It also prepares a publication *Ontario Exports by Countries and Commodities*. The purpose of this publication is to show the trend of Ontario exports and at the same time indicate new possibilities for expanded markets and additional products.

In addition to the Market Studies and the Statistical Reports, the Trade Research Branch performs planning activities, assessing growth potential and looking into the future to anticipate those markets which may become important over the next five to ten years. Special attention is paid to the study of foreign trade techniques and the possibilities for their application to Ontario. Research is focused also on international trade policies and agreements and their repercussions on Ontario's trade and economy.

In 1973 the Trade Research Branch produced 40 foreign market surveys and 16 special Trade Research Studies. The Studies were distributed in the following fashion:

- 624 issues to government agencies and
- 1,287 issues to the business community and private institutions.

LICENSING ABROAD

An example of one Ontario company on the move, in the field of licensing the manufacture and sales of their products abroad, is Arcan Eastern Limited, Hamilton. Their patented boltless pallet racking materials handling system is now being manufactured by 22 companies in 19 countries of the world.

Lou Eckebrecht, President, believes that licensing is the only way, when products are not competitive in foreign markets, due to size, weight, composition, tariff and non-tariff barriers. Products, services, technology can be licensed with or without patent protection by means of disclosure and secret agreements. The benefits are not only in the receipt of royalties, but in the potential export of key components, feedback of ideas, improvement to products, manufacturing and marketing ideas, and the availability of foreign products for license in Canada.

In 1972 Canadian companies received \$7,000,000 in income from licensing agreements abroad. This is far short of our capabilities when in 1970, the

U.S.A. received over \$2,000,000,000 in total royalties and fees from agreements. Mr Eckebrecht states that his company received over 1/70th of all of the royalty fees coming into Canada in 1972.

In 1973, 28 Ontario companies participated in the Ontario Trade Mission Program with groups visiting the United Kingdom and Brazil. Of these 28 companies, 6 have completed licensing agreements and the remainder are at various stages of negotiation. Completion of final agreements can take up to three years.

AGRICULTURAL SERVICES

Exports of Ontario produced food and agricultural products have climbed steadily over the past ten years. During 1973 more than 500 million dollars worth of Ontario food products were exported to an ever increasing number of countries throughout the world.

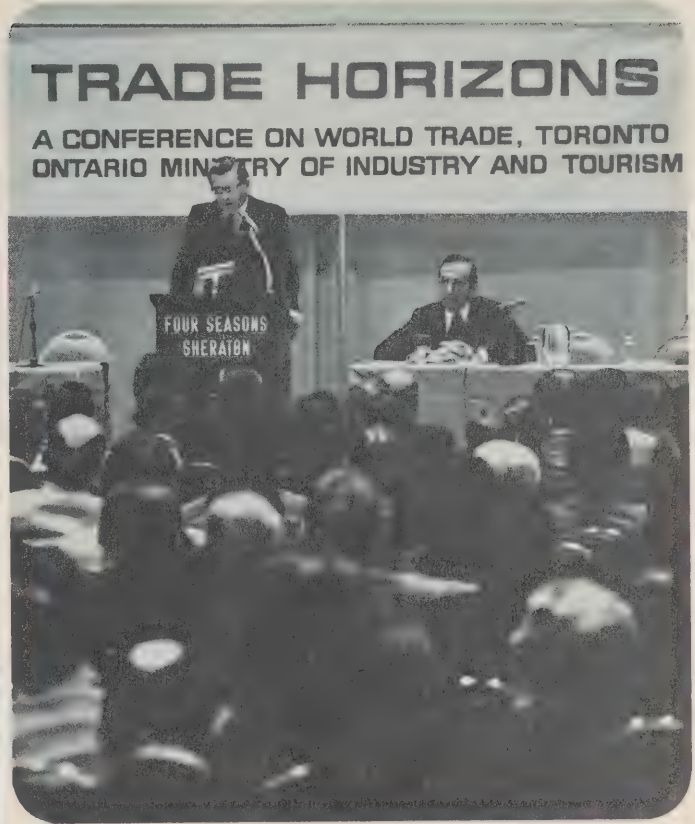
The Ontario Food Council, the "marketing arm" of the Ministry of Agriculture and Food, maintains an office at the Ministry of Industry and Tourism for effective and efficient cooperation between these two sister ministries of government. Maximum use of the full facilities of both ministries is made through this liaison and has reflected in proven results with steadily increasing world market sales of Ontario food products.



Representatives of Primo Importing and Distributing Co., Toronto, demonstrate their products at an Ontario food mission to Boston, Massachusetts.

Sixty-one food processors have participated in ten successful Ontario Food Missions to the United States, United Kingdom, Europe, Japan and the Caribbean during the past year. Incoming food buyers from 36 countries have also been assisted by the Ontario Food Council to secure sources of Ontario-produced food and agricultural products.

Regular shipments of food products from our Province are currently being made to 91 countries.



inter-
marketing advice
of the functions



small business— operations division



SMALL BUSINESS- OPERATIONS DIVISION

On-site decision making has become a policy of the Ontario Government to streamline ministerial services.

Formerly, particularly in Industrial Development and Trade Development programs, decisions were made only at Queen's Park. Now, our Operations Division personnel provide industrial and tourism advisory services and other development programs right in the areas where they are required. The Division's prime objective is to actively stimulate industrial and tourism growth in all areas of the province where possible.

Working closely with other divisions of the Ministry which have the technical specialists and the expertise relative to both sectors, the field offices can be regarded as mini-regional decision making units furnishing all the services of our Ministry.

ORGANIZATION

Two words aptly describe the organization of the Small Business-Operations Division — availability and accessibility. To make Ministry programs and services better known and personnel more accessible, Ontario is now divided into six Operations areas, each with a district office and travel information centre. Each is administered by a director and a complement of both industrial and Tourism Development Officers. Moreover, some offices have Ontario Development Corporation, Northern

Ontario Development Corporation and Eastern Ontario Development Corporation consultants.

Following are the six areas and the location of their offices:

WESTERN ONTARIO: area office in London, district offices in Windsor and Owen Sound, Travel Information Centres in Windsor and Sarnia.

CENTRAL ONTARIO — WEST: area office in Kitchener, district office in St. Catharines, TIC in Niagara Falls.

CENTRAL ONTARIO — EAST: area office in Willowdale (Fairview Mall), district offices in Huntsville, Orillia and Peterborough, TIC in Barrie.

EASTERN ONTARIO: area office in Ottawa, district offices at Arnprior, Brockville and Kingston, TIC in Lansdowne and Cornwall.

NORTHEASTERN: area office in Sudbury, district offices in North Bay, Sault Ste. Marie and Timmins, TIC in the Soo.

NORTHWESTERN: area office in Thunder Bay, district offices in Kenora, Fort Frances, TIC in Kenora.

These offices, in addition to field directors, operate with 31 Industrial Development Officers, 34 Tourism Development Officers and 22 Travel Counsellors. There's also a summer support staff of some 175, comprised mainly of students to serve permanent and temporary travel information centres in peak periods. To support industrial site location work requiring liaison with Ministry offices abroad, the Toronto head office assigns to the Division a small coordinating group of specialists.

ACTIVITIES — INDUSTRIAL

The Division is the prime and continuing contact for business communities, municipalities and area associations of the Ministry.

Division responsibilities embrace a wide range of activities aimed at promoting industrial development, assist experts, provide business counselling and liaison with government programs and research organizations, promote tourism and the maintenance and development of tourism facilities, encourage full use of tourism resources, assist technology transfer, and assist the service industry and small business in general.

QUALIFIED PERSONNEL

Division personnel have a general background of ministry programs and services including crown corporations and keep abreast of all industrial activities in respective territories and the potential development of others. It also keeps the Toronto head office apprised of industrial capabilities, export possibilities and import replacement potential.

Officers also visit all industries in their territories, so that they will be fully informed in Ministry programs and services, the major aim being to offer assistance when needed to prevent bankruptcies and protect the labor force.

ACTIVITIES — TOURISM DEVELOPMENT

Nurturing future development plans in an area capable of supporting a recrea-



NORTHEASTERN ONTARIO

Sudbury
North Bay
Timmins
Sault Ste. Marie
Sault Ste. Marie (TIC)

NORTHWESTERN ONTARIO

Thunder Bay
Thunder Bay (NODC)
Kenora
Fort Frances
Pigeon River (TIC)
Rainy River (TIC)

SOUTHWESTERN ONTARIO

London
Owen Sound
Windsor
Windsor (TIC)
Sarnia (TIC)

CENTRAL EAST ONTARIO

Fairview Mall Office
Willowdale
Orillia
Huntsville
Peterborough
Barrie (TIC)

CENTRAL WEST ONTARIO

Kitchener
St. Catharines
Niagara Falls (TIC)

EASTERN ONTARIO

Ottawa
Arnprior
Brockville
Kingston
Lansdowne (TIC)
Cornwall (TIC)

For information concerning the
Field Offices contact:

LEGEND

- Area Offices
- ▲ Field Offices

Ontario Field Offices
Ministry of Industry and Tourism
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tional hospitality industry is but one of the varied activities of the Division's tourism development program. This includes discussing promotional and project ideas with travel associations, merchants, chambers of commerce, etc. In much the same vein it counsels existing and potential investors on the feasibility of projects, capital requirements, sources of financing, standards of construction, current designs and statutes and by-laws to be met.

A primary function is administering and issuing tourist establishment licences by reviewing applications and taking appropriate action, investigating complaints presented by tourists against food or accommodation operations. It also is active in inspection programs through the Tourism Act and Regulations, the Hotel Fire Safety Act and other pertinent legislative authorities.

Travel Information Centres counsel travellers on facilities, attractions and events in Ontario, work with local media to promote attractions and events and circulate special reports such as on fall color tours and winter activities.

INTERNATIONAL ACTIVITIES OF THE OPERATIONS DIVISION

In 1973, Ontario's international Business Counsellors — located in 16 key centres around the world — reported face-to-face business discussions with several thousand foreign industrialists, buyers and tourism wholesalers, in a continuing effort to promote the infusion of new technology into Ontario's industry; to expand export markets for Ontario pro-

ducts; and to attract tourists from abroad to visit this Province.

These foreign entrepreneurs were encouraged to negotiate for Joint Ventures or Licensing Arrangements with Ontario firms; to locate new manufacturing establishments in Ontario; and to arrange for subcontract production in the Province. Buyers from around the world were selected to represent top quality and readily marketable products originating in Ontario. Foreign tour organizers and travel wholesalers were persuaded to schedule and organize group travel to Ontario.

In addition, our Counsellors sent over 300 international buyers to Canada, to view Ontario products on display at the Ontario Trade and Travel Centre and at domestic trade shows; and to negotiate directly with manufacturers.

During 1973 almost 1,500 members of Ontario's business community visited our offices abroad, either independently or as participants in the Ministry's Sales Missions, Manufacturing Abroad Missions, Technology Development Missions, Product Prospecting Missions and as exhibitors in international Trade Fairs.

The comprehensive marketing information and assistance provided by our offices resulted in more than 11,00 appointments for Ontario's business community with foreign industrialists and selected buyers and distributors.

The Americas and Overseas Branches continued their successful Business Opportunity Mission program throughout 1973. Such missions, specifically designed to familiarize industrialists and buyers with the profit opportunities available in Ontario, are conducted by Ontario Business Counsellors who visit specific target areas abroad. Missions were conducted in 14 cities in the Americas, Europe and Asia, resulting in interviews with over 1,000 interested businessmen.

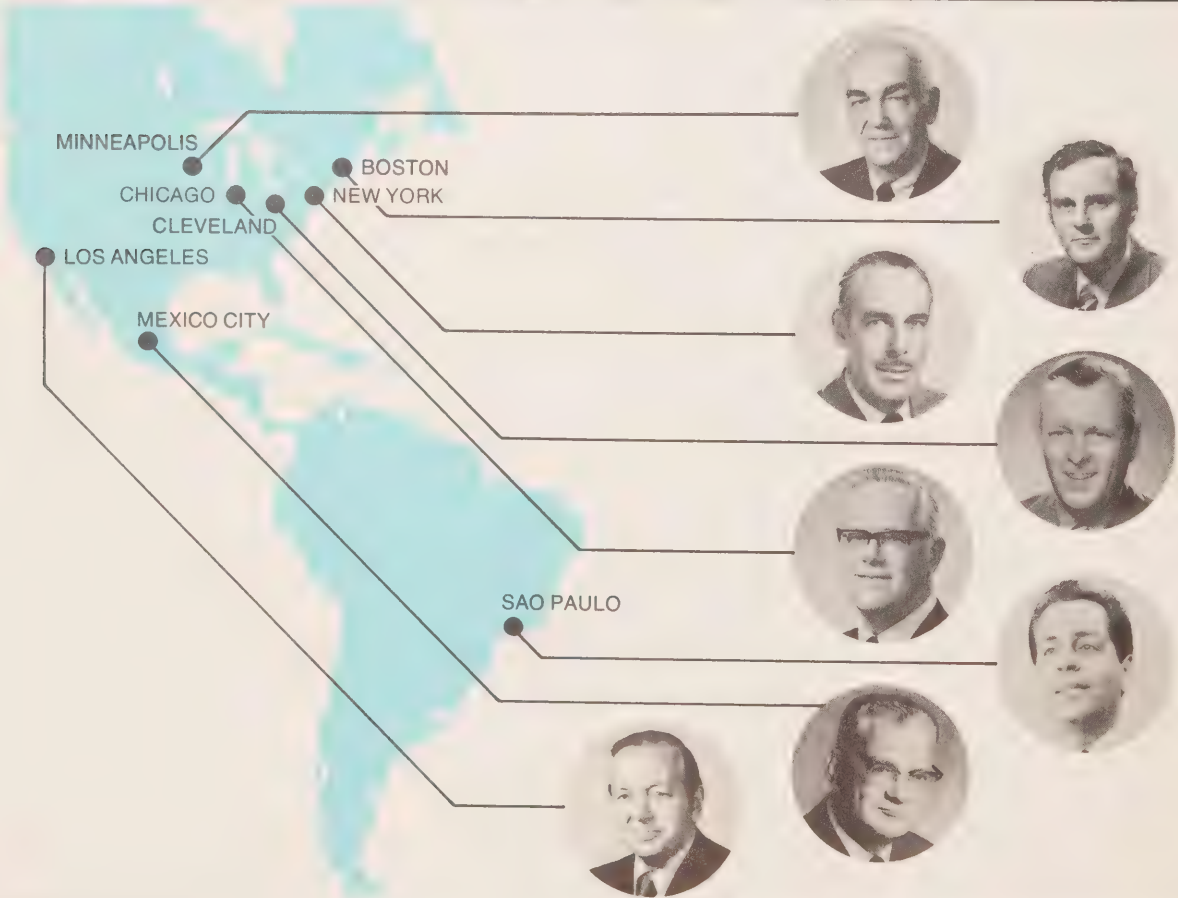
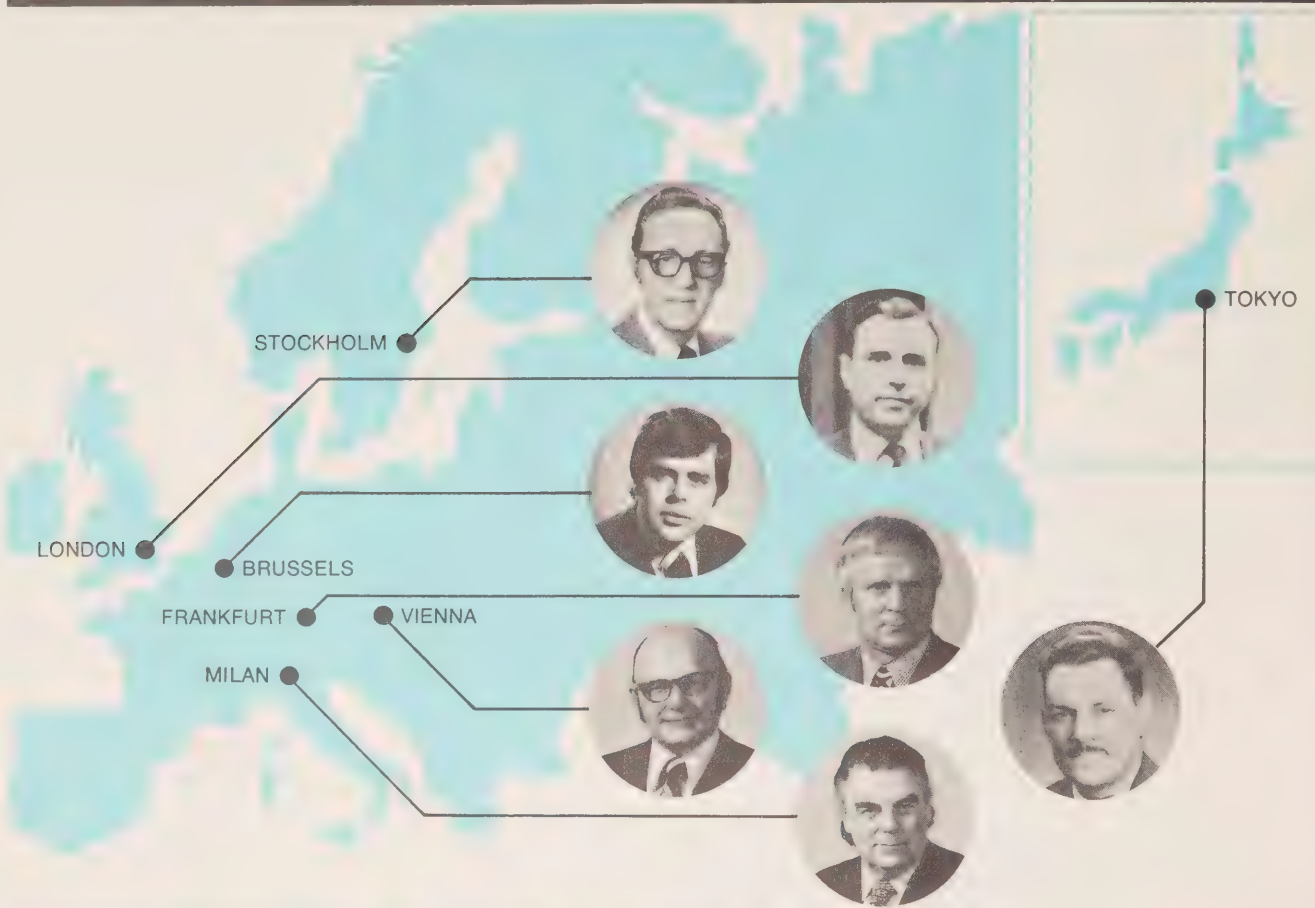
During September 1973, the Minister of Industry and Tourism, the Honourable Claude Bennett, addressed 200 industrialists at a special BOM luncheon in Cleveland, where he outlined the services of the Ministry, the opportunities both for industrial development in the Province and for the marketing of Ontario products abroad.

As part of the **Americas Branch**, the Ministry maintains representation in 6 major U.S. centres: Boston, Chicago, Cleveland, Los Angeles, Minneapolis/St. Paul, and New York; as well as in Mexico City, Mexico and Sao Paulo, Brazil.

The **Overseas Branch** operates its European posts in Brussels, Belgium; Frankfurt, Germany; Milan, Italy; Stockholm, Sweden; and Vienna, Austria; and is represented in Asia with an office in Tokyo, Japan.

Ontario House in London, England provides the Ministry's services throughout Britain and Ireland.

small business-operations division



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ontario house. london, england

A successful visit to Britain in May of a top level Ontario trade and investment mission led by Premier William Davis, gave added emphasis to the importance of work carried on in 1973 at Ontario House — base of the ministry's operations in the United Kingdom and still the province's largest single overseas market.

These operations cover assistance toward the promotion and marketing of Ontario manufactured goods in Britain, industrial development leading to increasing the amount of manufacturing by U.K. companies in the Province, and encouraging licence manufacture in Ontario of British products. The ministry is represented through the Business Development Branch, some of whose activities extend to European and Scandinavian countries and which cover tourism marketing and promotion; and a selective placement service through which key personnel are recruited to aid the expansion of Ontario industrial production.

Ontario House carries out liaison work with British government, social, and institutional agencies, for all Ontario ministries through the Agent General, administration, and public relations staff. The Ministry of Agriculture and Food also maintains a European marketing and development branch at Ontario House.

An increase in the level of activities by the Business Development Branch (BDB) during 1973 reflected a growing interest among Ontario manufacturers in exporting to Britain especially in view of the many advantages now becoming open to them because of the United Kingdom's E.E.C. membership. Evidence of the ability of Canadian manufacturers to compete abroad is shown by the fact that BDB was concerned in business activity connected with almost the complete range of products made in Ontario.

An estimated total of \$12,220,000 in cash and pending orders were placed with Ontario manufacturers or their U.K. agents in a diverse program organized by BDB covering trade shows, Ontario sales missions, incoming buyers, and agents to Ontario, and promotional activities for individual companies.

Participation was organized for 36 Ontario manufacturers at trade shows in London and Aberdeen covering the offshore oil and gas industry, electronic components, environmental and pollution control, and audio-visual equipment. Cash sales and pending orders taken totalled \$1,425,000.

Nine trade shows — organized with U.K. representatives of Ontario manufacturers — were held at the Ontario House Display Centre. Products covered safety helmets, freezers, equipment for cooking hot dogs, audio-visual display, and cleaning and maintenance, as well as heating appliances, pumps, safety goggles and electronic instruments. One company reported sales worth \$258,000; another made customer contacts worth \$300,000 in pending orders.

Four sales missions visited the U.K.: two were concerned with product licensing — the first of their type to be sent to Europe. Ontario participants sought licensees in Britain and Europe for a wide range of manufactured goods. Results more than justified the experiment. Total cash sales and opening orders for the two licensing missions were worth over \$500,000, and return on royalties and sales of components in the first year of agreed licensing arrangements were estimated at over \$850,000.

A total of 588 Ontario manufacturers took advantage of introductory services offered by BDB in the U.K. market. Executives from 330 companies visited Ontario House and a total of 1100 business appointments were arranged on their behalf. With BDB help, arrangements for U.K. representation were completed by 120 companies. A further 288 Ontario manufacturers were provided with over 1000 serious enquiries from U.K. companies interested in their products.

Thirteen window displays covering the products of 27 Ontario manufacturers were shown at Ontario House during the year and attracted favorable comments from passers-by, as well as actual business for U.K. agents.

Visits to the Province to buy or seek U.K. representation for Ontario products were arranged for buyers from over 40 British companies. One group of 20 jewelry buyers was formed into a buying mission to visit the Jewelry Show in Toronto in May. Overall these buyers' visits resulted in immediate orders being placed with Ontario manufacturers worth an estimated \$3,500,000.

In the other direction, interest by British companies in having their products manufactured in Ontario remained high. Over 270 serious enquiries were received. Of these 235 were directed towards licensing or joint venture arrangements with Ontario companies and 35 in establishing their own branch plant. Special visits to the Province were arranged for 40 British companies to investigate production opportunities.

A program to increase Ontario's large annual share of European tourist traffic in Canada, (61 per cent or 450,000 visits) was further developed and extended

during the year in Britain, France, Belgium, Luxembourg and Scandinavia — all territories covered by Tourism business counselling staff at Ontario House.

Promotional activities included audio-visual presentations to the travel trade jointly with Canadian federal and other provincial tourist authorities. In Britain, twelve main centres were exposed to a Canadian Pacific Air-sponsored program, and there was similar collaboration with Air Canada. A series of visits was organized to Ontario by travel writers from important U.K. and European newspapers.

Other promotional activities included circulation of a French-language version of *Ontario Holidays* to travel offices in French speaking areas of Europe, and in May, Premier William Davis, accompanied by the Minister Claude Bennett, held a tourism symposium in London for top-management representatives of Britain's travel industry, as part of the top-level trade and investment mission to the United Kingdom.

The Selective Placement Service (SPS) helped to recruit over 1,000 occupationally skilled and professionally qualified personnel in Britain and Europe during 1973 — none of these were available in Ontario or other parts of



British manufacturer V. Hill asks about the fibreglass-reinforced waste containers made by Acumen Industrial Designers Limited, Toronto. Holding the top is Acumen president Drew Ridpath in the sample rooms at Ontario House, London. Mr. Ridpath visited Britain in 1973 with a 10-member trade mission sponsored by the Ministry.



Agent General Ward Cornell, right, with personnel of the Viking Pump Co. of Canada Ltd., Windsor, and U.K. agents Ryland Pumps Ltd., during a three day press and customer viewing at Ontario House when the Windsor firm's gear pumps were successfully launched in the U.K. market

Canada — thus satisfying the urgent needs of Ontario employers to maintain and increase manufacturing production and industrial activity.

As a result of SPS operations, it is estimated that some 4,000 extra jobs were created in the Province for local ancillary and semi-skilled workers. Surveys taken among companies that have used SPS show that on average four additional jobs are created in Ontario as a direct result of the recruitment and placement in employment of each person from outside the Province.

By December 31, a total of 130 Ontario manufacturers had asked SPS for help in finding key personnel; 97 began active recruitment programs in the U.K., and 90 used interviewing and office service facilities at Ontario House.

A total of 1,260 offers of employment were made to individuals of which 85-90 per cent were accepted.

SPS undertook recruitment programs for a wide range of companies from large manufacturers to those with as few as 15 employees. Among personnel sought were professional engineers and skilled engineering tradesmen, (including mechanics, welders, machines tool setter operators, and tool makers), medical technicians, management personnel, farm workers and many other professional and skilled people in similar and related occupations. Activity — especially in the concluding months of the year — indicated that there will be an increasing demand from Ontario companies for SPS during 1974.

Reflecting a new policy of additional emphasis on other European markets the Ontario Food Council sponsored a 14-company exhibit at the International Food Fair ANUGA, Cologne, West Germany. This is expected to be followed by other similar exhibitions.

Activities covering a wide field of interest relating to Ontario trade, busi-

ness, tourist, social, educational, institutional and cultural ties with the United Kingdom, were continued throughout 1973 by Information Services. This encompassed duties involving general and technical press release and article writing, and liaison with the U.K. press, as well as acting as an information source on provincial matters for U.K. and European media.

Activities take in editing and production of the *Ontario Bulletin*, published ten times a year, that includes news, activities and information on the Province. OB has a controlled U.K. circulation of 7,500 and among its readers are 2,500 key U.K. industrial companies, 1,800 importers and distributors and over 1,000 travel agencies. Information Services supervises the Ontario House window display program, a still photograph and film library, and provides tourist and general information on Britain for visitors from Ontario.

success story

EXPANDING ELMIRA COMPANY REPAYS DEVELOPMENT LOAN

Many an Ontario business success story has found its source in the financial assistance available through the Development Corporations in Ontario.

A classic one is that of McKee Bros. Ltd. of Elmira, in receivership just seven years ago but recovering sufficiently to voluntarily repay in April an ODC Export Support loan of \$450,000 it borrowed in March, 1972.

The firm marked the occasion with an official presentation of the repayment cheque to Claude Bennett, Minister of Industry and Tourism, responsible for ODC.

Sales of the company, which manufactures forage harvesting equipment and rotary snow plows, climbed to \$6.2 million last year and are expected to rise to \$12 million in the current fiscal year — 72 per cent coming from exports.

President P.H. Durish who took over the company in 1967 predicts sales of \$30 million by 1976.

"ODC came to our aid when no Canadian bank would," he said. "We are grateful to the agency for giving us an opportunity to prove the potential of these products."

Four years ago, the company participated in the Budapest World Fair (agricultural), under the sponsorship of the Ontario Ministry of Industry and Tourism. Contacts there were made with buyers from New Zealand and Australia and that market has grown to the point where the company anticipates sales of \$1 million in the current year.

McKee Bros. now employs 312 people, compared to only 27 in 1967, and expects to have a staff of 500 by next year. The Elmira plant has increased to 250,000 square feet from 35,000 in 1969. In 1972, 40,000 square feet were added to the Lincoln, Nebraska assembly depot.

The firm manufactures 70 per cent of all tractor-mounted snow blowers sold in North America and places second in the field of loose hay loaders, behind a large U.S. company.





division of
tourism



Tourism agencies have, in the past, largely concentrated their efforts on tourism promotion — the identification by the travelling public of Ontario and Canada as an attractive place to visit.

A large part of Ontario's traditional appeal to the non-resident has been its abundance of natural resources — wilderness, water, fish and wildlife. Today's visitor and tomorrow's customer require this and more — good man-made attractions, popular events, internationally competitive services and facilities in a harmonious social and physical environment.

Although the potential visitor must still be informed on a continuing basis about the desirability of visiting and travelling in Ontario, the Division of Tourism organization reflects the increasing priority on tourism development and the reorientation of tourism research to long-range planning and policy formulation through the Ministry's Strategic Planning Branch.

The Tourism Industry Development Branch is designed to initiate and finance in-depth feasibility studies of potential projects throughout the Province. In addition, it will work closely with the Ministry's Ontario Small Business — Operations Division and the Ontario Development Corporations with respect to the Tourism Loan Program and the Ontario Business Incentives Program.

ONTARIO TRAVEL ASSOCIATION PROGRAM

A priority objective of the Division of Tourism is to encourage regional and local tourism development and promotion by establishing and supporting an effective system of regional travel associations, and by strengthening the provision of Tourism industry services on a regional basis. The Ontario Travel Association Program (OTAP) was introduced in October, 1973 to achieve that objective.

The Provincial Government initiated funding of local tourism promotion through regional tourist councils in 1961. At that time the Department of

Travel and Publicity established a program of grants on a matching dollar basis in the 32 Ontario vacation regions. In subsequent years the number of regions expanded to 39.

Throughout the past 12 years practically all the regions have had operational regional tourist councils which have participated in the grant program. The work undertaken by these councils included the production of promotional brochures, attendance at sports and travel shows, placing media advertising and the operation of tourist information booths.

In October, 1973 the Minister of Industry and Tourism presented OTAP to representatives of each of the 39 regional tourist councils. OTAP will result in a bolder approach to local tourism marketing, research and development, responsive to the changing demands of provincial, national and international tourism.

Effective April 1, 1974, OTAP established 12 local Travel Association areas. The Ministry will support each of the twelve "Travel Associations" with a \$30,000 administrative grant and a \$45,000 cost-sharing program.

The cost-sharing will be determined on the basis of a 90 per cent contribution from the Ministry for approved programs in Northern Ontario, a 75 per cent contribution in Eastern Ontario and a 50 per cent contribution in the rest of Ontario. The administrative grant provision contributes to the expenses of each Association employing a professional full-time manager and staff as required by the Program.

The implementation of OTAP is proceeding well throughout the Province.

TOURISM MARKETING BRANCH, CUSTOMER SALES & SERVICES SECTION

The Customer Sales & Service Section is the travel counselling arm of the Ministry in dealing with individual prospective tourists before their actual visit and with individual visitors once they are within the Province. In order to reach these two markets and increase knowledge of Ontario's product to the consumer, particular emphasis is placed on cooperative, promotional and educational programs with travel information outlets both in and out of province who counsel on Ontario's behalf.

TRAVEL COUNSELLING As a result of the Ministry's mass media communications, some 200,000 tourist prospects contacted this section for travel counselling and travel literature. The function of the CS&S section is to convert these interested prospects into actual visitors. Due to the specific nature of our 1973 advertising, many of these prospects received personalized, detailed letter replies in order to achieve a higher rate of conversion from a prospect to actual visitor.

As a means of providing prospect leads to all segments of Ontario's tourist industry, the Enquiry List is produced and distributed daily to Regional Tourist Councils, Chambers of Commerce and accommodation operators, within the Province.

This listing of specific interest enquiries from potential visitors is designed to assist all segments of Ontario's tourist industry in attracting tourists to their particular areas and/or establishments. The content is compiled from mail and telephone enquiries received in the head office as well as from direct contact with the public at sports and travel shows in which the Ministry participates in the U.S. market.

TRAVEL AND SKI SHOW PROGRAM Direct personal contact with large numbers of prime tourist prospects are reached through a program of Travel and Ski Shows in all prime market areas of the U.S.

During 1973, Ontario counsellors exhibited in Cleveland, Chicago, Milwaukee and Minneapolis to promote Ontario's overall attractions and in Detroit, Cleveland and Minneapolis to emphasize the winter vacations. In order to assist Ontario tourist associations who also participate in these and other shows, Ontario travel literature was supplied.

Special projects are also undertaken by the branch's travel counsellors such as TV interviews, special interest group talks, and providing travel information to convention delegates.

PUBLICATIONS PROGRAM A prime function of this section is the development of the Ministry's publications program based on the trends and needs of prospective tourists and actual visitors. The following Ministry publications are distributed in the Province through Ministry Travel Information Centres, Regional Tourist Councils, Chambers of Commerce and Auto Clubs. In addition, supplies are forwarded to offices of the CGOT, auto clubs, touring services and travel trade outlets in the U.S.:

Ontario Adventures

— 120 page book of illustrations and prose depicting all of Ontario's tourism assets and designed to influence the prospective tourist to choose the Province as his vacation destination.

Heritage Highways

— bilingual booklet describing the Heritage Highway route from Niagara Falls in Ontario through southern Ontario and Quebec.

Ontario Travelling

— designed primarily for the automobile traveller who wants more detailed information on Ontario, this book describes major attractions and events alphabetically by city and town.

Ontario Camping

— contains a general description of camping in the province, pictorially illustrated and a complete listing of the National, Provincial and private park facilities, including commission parks and conservation areas.

Ontario Boating

— contains an illustrated description of the boating areas in the province together with a complete listing of the marine facilities.

Ontario Accommodation Guide

— a complete list in one book of the accommodation throughout the province listing all facilities and sample rates.

Indexed Accommodation Guide

— reference book for Travel Counsel-

lors, listing all accommodation by name alphabetically and reference page number in the accommodation guide. (restricted quantity)

Ontario Events and Attractions

— an annual listing of major dates designed for the pre-planner.

Ontario Events

— Spring, Summer, Fall and Winter.

These publications list all events in the Province and are issued quarterly to obtain last minute details for the visitor who has arrived in the Province.

TRAINING PROGRAMS To educate those outlets in Canada and the U.S. who counsel on behalf of Ontario a number of programs have been developed to encourage them to consider Ontario favorably as a desirable tourist destination, and to persuade them to influence their own clients or members in favor of an Ontario vacation. A new Travel Counsellors Manual was produced containing specific, detailed information on all aspects of Ontario tourism to ensure counsellors have accurate information on hand at all times. Some 1,000 outlets received this publication and are advised periodically as to changes, additions, etc. to ensure accuracy.

A planned program of familiarization visits is an on-going action designed to provide Ministry counselling staff with firsthand knowledge of our tourism product, and to up-date the Section's reference information section.

Under development at present is an expansion of these tours to include counsellors from auto clubs, CGOT and touring service outlets from the U.S. as well as counsellors from other tourist associations within the Province.

Training seminars using audio visual facilities are under development for these counsellors.

MINISTRY TRAVEL INFORMATION CENTRES

The Ministry operates 9 permanent and 11 seasonal information centres at the major border crossing points to the Province. In addition 18 seasonal centres are located along the 401 Highway in the service stations. In 1973, 932,885 visitors used these facilities, an increase of 13 per cent over 1972. In addition to distributing some 1,453,900 pieces of Ministry literature, they also distributed local and regional brochures to ensure the traveller had complete knowledge of all provincial facilities.

ONTARIO RECOGNIZED TOURIST INFORMATION CENTRES

In addition to the Ministry's Travel Information Centres, 115 Chambers of Commerce,

Regional Tourist Councils, Visitors & Convention Bureaux are recognized by the Ministry as providing travel counselling facilities to the public and are therefore provided with supplies of Ministry literature as well as counsellors Manuals. As these centres primarily exist to promote their immediate area this Ministry encourages their promotion of the whole Province through our literature distribution program, as well as assistance in their promotional activities to increase visitor awareness of their product.

AUTOMOBILE CLUBS—ONTARIO, CANADA AND U.S. A total of 700 clubs within our major market areas are provided with Ontario literature and training manuals. In addition to familiarization tours conducted by the Travel Trade section, auto club counsellors are involved in this Ministry's staff tours for our own counsellors and special seminars with auto clubs in their offices are under development.

CGOT OFFICES — OTTAWA AND U.S. The Canadian Government Offices of Tourism in the United States are in effect outlets for the dissemination of Ontario travel literature and counselling.

Direct travel counselling services to the U.S. public were provided through a cooperative program with the CGOT. Ontario travel counsellors were assigned to several U.S. offices for a two week period during their peak enquiry season. This activity afforded an excellent opportunity to promote Ontario and provided a training experience for CGOT counsellors regarding Ontario's promotional literature, events, attractions, and methods of servicing Ontario travel enquiries. In 1973 the CGOT offices in New York, Chicago, Detroit, Cleveland and Pittsburgh were assisted in this manner.

TRAVEL TRADE SECTION

The Ministry's Travel Trade Program embraces a promotional activity directed towards the travel industry, and is designed to stimulate tourism to and within Ontario through all segments of the North American and worldwide trade on a year-round, all-seasons basis.

Particular emphasis is placed on the development of package tour and special interest group travel programs with carriers/tour operators/travel wholesalers in selected prime market areas, and on the dissemination of travel information regarding Ontario's tourism product to travel agents and group travel prospects.

Through regular contact and effective marketing methods, significant results are being achieved, and travel trade organizations are increasingly providing

greater emphasis to Ontario travel and vacation possibilities in their tour programs and merchandising activities.

Assistance is provided to them in the form of customized tour routings, travel itinerary costing, reservation and booking arrangements, production of promotional brochures and tour folders, and planning aid in conjunction with individual or group tour and travel program. Specialized information of particular interest to the travel trade is also supplied regularly regarding accommodation, transportation, sightseeing, touring facilities and travel conditions within Ontario.

In Province, an on-going emphasis is directed towards the encouragement of Ontario tour operators to expand facilities for ground handling and reception services of a wider variety of attractive tour products suitable for merchandising in international markets.

PERSONAL CALLS AND PRESENTATIONS

These travel trade activities are supported by a planned program of personal calls on the various elements within the industry in Canada, U.S.A. and Europe, the regular distribution of travel information bulletins to key contacts to furnish pertinent, up-to-the-minute information on travel facilities and visitor attractions, sales seminars and audio visual presentations in the marketplace, and an extensive advertising campaign in the travel trade press in the U.S.A., Canada, the United Kingdom, Germany, France, Holland and Italy.

In Europe the travel trade promotion is supplemented by the presence of tourism specialists in the Ministry's offices in London and Frankfurt who are responsible for the effective application of the marketing program throughout Western Europe.

An important part of the promotional program consists of familiarization visits to Ontario by selected key travel industry personnel, and each year a substantial number of automobile club counsellors, travel agents, and tour operators are given first-hand exposure to the Province's tourism product. Travel industry interests from the U.S.A., Europe, Japan, South America, Australia and Canada are typically represented by over 200 such educational visits annually.

Specialized reference literature is also produced and distributed, in the form of a *Travel Agents Manual*, an *Ontario Tour Manual*, plus other promotional material such as tour shells, posters and displays. For utilization in Europe a comprehensive brochure entitled *Ontario/Canada Holidays* has been introduced in English, German and

French languages to acquaint prospective overseas travellers with Ontario's many visitor appeals and attractive touring facilities. It is planned to version this publication in Japanese, Dutch, and Italian.

CONVENTION PROMOTION

This new and related group sales activity was initiated in 1972 as a means of stimulating an increased number of conventions and meetings both to and within Ontario, and to encourage delegates to stay longer and travel further for recreational and vacation purposes within the Province.

A program of frequent contact with Ontario Convention Bureaux and Chambers of Commerce was commenced in order to establish effective areas of cooperation in developing a larger share of this lucrative tourism market for the benefit of the various communities. This program of cooperative planning was extended to the resort sector of our accommodation industry as well as to other Provincial tourist associations.

Marketing activities included the solicitation of prospective delegates by mail. Personal letters to association executives and corporate meeting planners was introduced as a means of inviting these decision-makers to consider Ontario as the site of their forthcoming conventions.

Increased emphasis was placed on the provision of on-site travel counselling services for larger international groups in order to highlight Ontario's recreational and vacation opportunities, and the organizing of a program of post-convention package tour possibilities was initiated.

This promotional activity relies extensively on the Ministry's international offices for prospect leads on meeting organizers who could be interested by the excellent group facilities offered in Ontario. In instances involving a significant volume of tourism revenue, the key contact will be invited to visit in order to personally examine the proposed site of the convention and to finalize the meeting arrangements.

Considerable attention is focussed on incentive travel possibilities as a source of expanded tourism, as well as the area of increased number of trade shows.

Preliminary studies are now being undertaken to determine the size and scope of the conventions/meetings market, and to analyze the Ministry's future marketing needs in terms of advertising, specialized promotional literature, and audio-visual communications.

Newspaper advertising for Ontario tourism encourages mobility within the Province, featuring attractions from Algoma and Moosonee to Sainte-Marie among the Hurons and Old Fort Henry

Full page magazine advertising on Ontario's exciting attractions appears in U.S. and Canadian publications

Full page travel trade advertising for Ontario appears in several Canadian and overseas publications

our target market. Television ran for a total of nine weeks between March and June in eight markets, up from three the previous year. Television was supported by ten week newspaper campaign of 10-500 line insertions in nine markets using a total of eleven newspapers with a circulation of 1,000,000. Utilization of magazines was minimal during the period with one ad running in *MacLean's Travel Almanac* having a circulation of 1,000,000 and two ads ran in *Saturday Night* with a circulation of 1,000,000.

The Fall campaign was concentrated in television during the month of September. The four week flight was scheduled in four major markets, Toronto, Hamilton, Winnipeg, and Montreal with an estimated reach of 5 million adults.

The Winter Campaign was restricted to three markets, Toronto, Hamilton and Winnipeg. A four week television schedule in Toronto and Hamilton during January reached an estimated 3 million adults. An eight week television

schedule run in Winnipeg, in two flights of four weeks each, reached an estimated 380,000 adults during the period November 5 to January 30.

Advertising to the travel trade in Canada appeared in the *Canadian Travel Courier* with nine full color pages scheduled during the period March to August 1973 and four pages scheduled in February and March 1974.

DOMESTIC ADVERTISING ACHIEVEMENT

In June of 1973 a three market awareness study was undertaken in London, Winnipeg, and Montreal to evaluate advertising performance and to establish a benchmark for future measurement. Interviewing in Montreal was conducted with French speaking respondents only.

BENCH MARK	London	Winnipeg	Montreal	Total
Claimed awareness				
— Advertising	79%	71%	57%	69%
— Television	65%	58%	45%	56%
Travel In Ontario				
— Actual	11%	6%	2%	2%
— Planned 1973	22%	11%	4%	12%

CREATIVE CONCEPTS

Through the medium of television it is possible to convey very graphically the sights and sounds of Ontario.

Our abundant water resources, parks, historic sites, varied attractions and activities provided the themes for two 60-second commercials and eight 30-second commercials for spring and summer viewing. One 60-second and two 30-second commercials showing autumn colors and the Kingston market were produced for Fall and one 60-second and 2 — 30-second commercials featuring skiing, the Cochrane Winter Carnival and other winter activities completed the television material.

Print development in 1973 resulted in the production of : 12-500 line newspaper ads for the Spring-Summer campaign including 2 special advertisements featuring Fort William and the availability of gasoline in Ontario; 6 full page, 4 color magazine ads for the Spring-Summer, Fall campaigns; 5 full page Trade ads, including 2-4 color

pages for the North American market and 3 black and white pages for Europe — and one multi-image test commercial featuring information on distance, border crossing, weather, availability of gas in Ontario; 1 30-second radio commercial using the soundtrack from the T.V. test-spot for a special U.S. border market test.

The Audio Visual equipment in the Hearst Block facilitated the editing and generated savings of approximately \$25,000 in the production of this year's TV commercials.

OVERSEAS ADVERTISING

For the first time funds were made available for advertising to the Overseas travel trade. Eleven to eighteen black and white pages of advertising to the travel trade in the leading trade publications in the United Kingdom, France, Germany, Holland and Italy, maintained a consistent schedule of advertising throughout the year. Subject matter for the three advertisements scheduled in equal rotation focused on Spring-Summer events and attractions, Niagara Falls, and Ontario wilderness.

The purpose of the trade program was to create awareness of Ontario among Overseas Travel Agents and package tour operators; to invite their enquiries and provide sales leads for referral to our Overseas field staff. Person-to-person contact supported by advertising is the most effective and efficient method for sales gains.

In July 1973, a four market travel trade awareness study was conducted in London, Paris, Frankfurt and Milan to evaluate Ontario trade advertising performance in Europe and to establish a benchmark for future measurement.

BENCH MARK

Claimed awareness of Ontario:	
— Advertising	25%
— Literature	40%
— Travel Packages	43%

CO-OPERATIVE PROMOTIONS

The Province of Ontario is partner in two major intergovernmental tourism promotion programs of long standing

- (1) Northern Great Lakes Area Council
- (2) Heritage Highways promotion, with the Province of Quebec, Department of Tourism, Fish and Game.

The Northern Great Lakes Area Council was formed in 1945 to promote the material resources and recreational travel industry of the Northern Great Lakes area. It comprises the States of Michigan, Minnesota and Wisconsin, and the Province of Ontario.

The NORGLAC promotion, concentrated in early spring from April 8 to May 13 stimulates shoulder season travel, and used 300 - and 600 - line ads featuring fishing and spring travel in 12 daily newspapers in 7 markets.



Thirty second and sixty second television spots for Ontario are shown in states bordering the Province and neighboring provinces

In addition, special NORGLAC road maps and an attractive folder were prepared for distribution to key travel counselling outlets and to enquirers from the ads. Publicity releases were sent to Travel Editors in market throughout the spring period.

The NORGLAC promotion budget is shared equally by the four partners.

HERITAGE HIGHWAYS

The governments of the Province of Ontario and the Province of Quebec initiated the Heritage Highway project six years ago. This tourism promotion brings together two cultures, linked by destiny and by 400 years of history.

Heritage Highways is an inter-provincial tour, beginning at Niagara Falls or at Windsor and ending at Percé Rock on the eastern Gaspé Peninsula.

The 1973 promotion program continued the use of five-minute television program spots as the main vehicle. A total of 6 program segments ran at 45 ARP's for 8 weeks in 16 Ontario and Quebec markets, and 5 U.S. border markets from April 15 to June 30.

Full page 4 colour roto ads ran between May 19 and June 10 in *The Canadian*, *Weekend* and *Perspectives*, a combined circulation of 3,900,000. The Province of Ontario, the Province of Quebec and the Canadian Government Office of Tourism share in the program cost.

The bilingual Heritage Highways brochure was updated and re-run in a quantity of 200,000. Production of this brochure is supervised alternately by Quebec and Ontario, with quantities and costs shared by both provinces.

A new project undertaken in 1973 was a 14-minute film produced in English and French, for television release to make use of available "free time" program opportunities. First prints were available

early in 1974. Production supervision and costs were shared by both provinces.

AIR CARRIER PROMOTION

Two significant shared cost promotions were undertaken in 1973 in U.S. markets serviced by Air Canada.

An 8-week advertising program ran March 19 to May 21 covering San Francisco, Los Angeles, San Diego and Chicago markets, featuring an Ontario/Quebec fly-drive package that includes Air Canada, Avis, Sheraton Hotels and Holiday Inns.

Newspapers and radio were used in the key on line markets of Chicago and Los Angeles, and in San Diego. San Francisco had newspaper coverage only.

Special brochures in a counter display unit handled direct enquiries and the travel agent market. Other travel trade promotion supported the campaign.

The budget was shared equally by Ontario, Quebec, Canadian Government Office of Tourism, and Air Canada.

SOUTHERN CALIFORNIA MARKET

The Southern California market was considered of prime importance to Ontario as a major first step in developing long haul traffic from the U.S.

In cooperation with Air Canada, an advertising campaign was developed using eleven 600-line newspaper ads in the leading dailies in Los Angeles and San Diego, two 4 colour double page ads and two 4 colour pages in the California Regional edition of *Sunset* magazine, and 6 pages black and white in *Travel Age West*.

The campaign ran during the period April through October shared equally by Ontario and Air Canada.

TOURISM INDUSTRY DEVELOPMENT BRANCH

The tourism industry in Ontario is recognised as a vital part of the economic structure of the Province. The Division, through the Tourism Industry Development Branch, is responsible for the continuing success and optimum development of the industry in Ontario, within the overriding social, environmental and economic objectives of the Government.

During the year, the Branch responded to more than 500 inquiries from tourist establishments, potential investors and the public on matters regarding all aspects of evaluating, locating, designing, financing and operating businesses catering to the travelling public in Ontario.

Advice is provided to potential developers on the financial feasibility of any significant tourist attraction or accommodation proposal — hotels, restaurants, museums, marinas, campgrounds, amusement parks, etc. In 1973-74, major joint venture prospects in tourism, with overseas and resident participation, were referred by the overseas offices to the Ministry for Branch dissemination and servicing.

In 1973, the expanded Tourism Loan Program of the Ontario Development Corporations significantly increased the on-going activities in the formulation, interpretation and administration of these programs. All tourism loan and incentives applications are evaluated by the Branch jointly with the Ministry Field Offices to determine the contribution of the project to the tourism industry and the feasibility and desirability of the project.

The Province's various tourism industry associations work with the Tourism Industry Development Branch in areas of upgrading and improvement. In 1973, staff participated in educational courses of the Ontario section Canadian Restaurant Association, National conference of the Travel Industry Association of Canada on education and the hospitality industry, management and financial seminars of local tourist associations in the Wiarton area, and individu-

ally with the Ontario Private Campgrounds Association, Association of Tourist Resorts of Ontario, and the Northern Ontario Tourist Outfitters Association.

An important provincial-federal pilot project (CANTRAV) to upgrade accounting systems and financial management techniques was undertaken with more than 100 operators from the trade associations. The system tested (a computerized accounting analysis of revenue and cost centres and industry ratios) holds promise for the industry.

The Branch serves as an agency to coordinate and advise other government bodies regarding the tourism industry and the implications of their policies on the industry. Reviews were carried out on 70 draft official plans and amendments to advise municipal authorities on the means of encouraging desirable growth and control of tourism in their areas.

In addition, major plan reviews were undertaken for the Bruce Peninsula area and the Lake Temagami area, at the request of other Ministries, and a study commissioned to produce a development strategy for tourism in the area of the Wasaga Park Community.

Branch staff also worked with municipal and provincial groups in furthering potential tourism projects. These projects include restorations, events and festivals planning, museums, convention centres, marinas and waterfront park developments, ski hills, municipal campgrounds, highway signing matters and environmental issues.

TOURISM RESEARCH BRANCH

The Tourism Research Branch provides the necessary research and planning services required by the Tourism Marketing and Industry Development Branches of the Division.

In 1973 the Branch carried out several surveys for tourism marketing purposes. The current "U.S. Auto Exit Survey" is being conducted over one full year for the first time in order to better monitor American visitor travel habits — trip purpose, origin — destination, seasonality, expenditures, etc. Five advertising awareness and attitudinal surveys in the

American and Canadian market areas were conducted. The Branch also continued to maintain indicators on the state of the tourist industry through the collection of data on tourist establishment occupancy, border crossing and visitations at main attractions, events and vacation areas.

The Branch conducted a number of studies and analysed surveys on recreational activities, areas for facilities that have marketing or developmental implications for the Province or for tourism entrepreneurs. The following documents were prepared: *Survey of Skiing in Ontario, Winter 1971-72 Capital Region Ottawa/Hull Visitors Study, 1972, Stratford Visitors Survey, 1972 and London Recreation Complex Appraisal.*

The *Tourism Statistical Handbook* was published again which includes the most frequently used data.

The Branch's planning activities include the application of research and the best planning tools and methodologies to prepare concepts and proposals for tourist development. The following tourism planning or feasibility studies were undertaken in 1973: *Potential Winter Resorts in the North Bay Area, Approach to Development: Renfrew County, Baldoon Parklands, Wallaceburg and Master Development Plan for Regional Recreation Complex, Mount Madawaska.*

The Tourism and Outdoor Recreation Planning Study (TORPS) Committee is an inter-Ministry committee concerned with research in tourism and recreation; five Ministries form this Committee, originally established in 1967. TORPS undertook the *Ontario Recreation Survey* in 1973, which is the most comprehensive recreation behavioral survey ever conducted in Canada. Reports on the pilot survey, the TORPS data bank and an interim report on the return of the first four months of the survey have been prepared.

Travel Information Centres are located at all major border crossing points into Ontario. Information desks are also set up during the summer at centres on the Macdonald Car-tier Freeway (Highway 401).



travel information centres

Open all Year

Barrie
Highway #400 at Barrie
Cornwall
Brookdale Avenue, Seaway International Bridge Exit
Hill Island, Hwy. #137, 1000 Islands Bridge
Niagara Falls
5629 Falls Avenue, Rainbow Bridge Exit
Sarnia
Blue Water Bridge Exit
Sault Ste. Marie
120 Huron Street, International Bridge Exit
Windsor
110 Park Street East, on Park Street, to right of Windsor-Detroit Tunnel

Open mid-May to mid-September

Fort Erie
Goderich Street, opposite Walnut, near Peace Bridge Exit
Fort Frances
Church Street, 2 blocks from International Bridge Exit
Hawkesbury
Perley Interprovincial Bridge
St. Catharines
Garden City Skyway on Queen Elizabeth Highway
Kenora
Highway #17, west of Kenora
Lancaster
Highway #401 and Highway #2 east of Lancaster
Pigeon River
International Bridge Exit

Point Fortune
Highway #17 at Quebec Boundary
Prescott
Prescott-Ogdensburg Bridge Exit
Rainy River
International Bridge Exit
Windsor
East of Ambassador Bridge Exit

Travel information and descriptive brochures are yours for the asking at all Ontario Travel Information Centres.

or write to:
Ministry of Industry and Tourism
Travel Services Branch
Queen's Park, Toronto,
Ontario, Canada. M7A 1T3





communications division



One of the many 1973 functions of the Promotion Section of the Communications Division was to host this wilderness canoe trip on the Moose River in June for a party of travel writers.

Selling is the name of the Communications Division's game as it mirrors the events and activities of Ontario industry, trade and tourism in the world's market places.

It's a city news room, an advertising agency, a TV station, a book store, a PR firm, and photo library well stocked with movies and stills — all the needed tools to excite global thinking of a place to do business and a place to visit.

And while its primary function is to promote the province in these three business arenas, it also co-ordinates the requirements of all other ministries under a new umbrella branch called Communications Planning.

Under reorganization the Communications Services Branch (formerly Public Relations) continues as the mainstay of the new Division, taking on the added responsibility of the Advertising Branch

and the Publications operation as sections, and acquiring the photographic section and photo library from the Audio-Visual Branch now defunct.

All these new developments took place following the end of the 1973-74 fiscal year, so the data contained in the following report will deal only with this segment of the ministry's activities before restructuring.

A PROMOTIONAL TEAM

Throughout it points up the versatility of a promotional team determined to keep Ontario in the forefront of fierce world competition, both in trade and tourism.

PROMOTION SERVICES

Responsible for organizing special events for the ministry and arranging tours of the province for visiting news representatives.

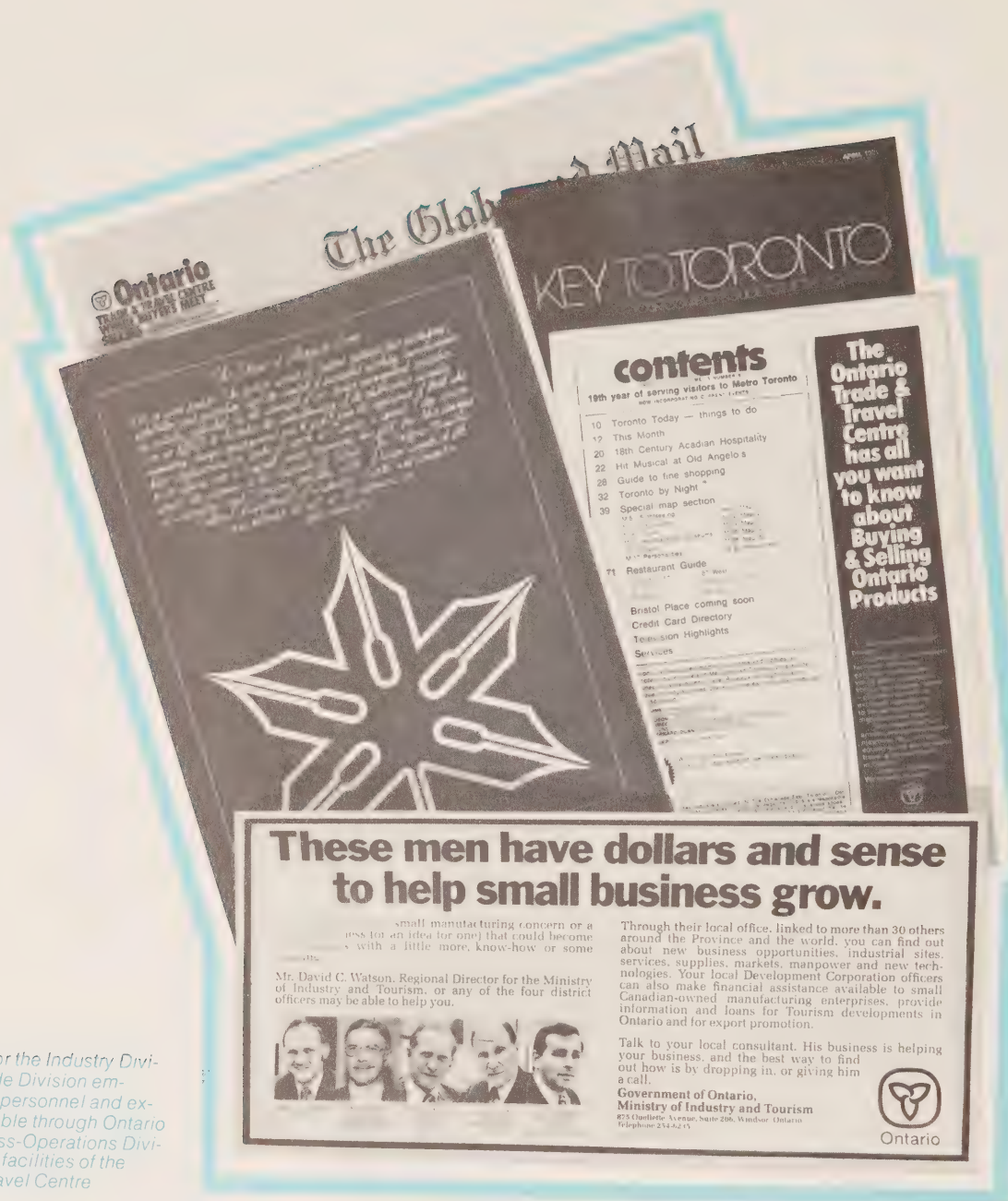
During the past fiscal year this section was involved in 25 special events ranging from National Press Week to the

Grey Cup Parade. Some 160 journalists visited Ontario under provincial and federal government auspices, representing Australia, Brazil, Belgium, the Caribbean, Canada, France, Germany, Japan, Sweden, the U.K. and the U.S.

The American Broadcasting Corporation program, *Wide, Wide World of Sports*, with an audience of some 25 million, featured Northern Ontario in a 30-minute program, and filming was co-ordinated in the north by this section in co-operation with the Ministry of Natural Resources.

PUBLICATIONS SECTION

The literature program for 1973 reflected the further development of a series of integrated booklets to make the Ontario manufacturing and marketing community fully aware of the ministry's programs and services and to create both general and specific interest in Ontario.



Advertising for the Industry Division and Trade Division emphasized the personnel and expertise available through Ontario Small Business-Operations Division, plus the facilities of the Trade and Travel Centre

Among these were publications on *Industrial Services*, *Trade Services*, *Tourism Services*, and *Doing Business in Ontario/Canada*, which offers guidelines to establishing a business in the Province was reprinted.

The extensive tourism literature program begun in 1971 was updated and expanded with such major attraction, information and facilities booklets as: *Ontario Adventures*, *Ontario Travelling*, *Ontario Winter Adventures*, *Ontario Accommodations*, *Ontario Camping*, *Ontario Boating*, *Ontario Big Game Hunting*, *Ontario Wild Fowl Hunting*, *Ontario*

Fishing and Ontario Rocks and Minerals.

Then there were joint publications, with Quebec on a touring guide of *Heritage Highways*, and with the Ontario Federation of Agriculture on *Farm Vacations*.

Publications Section also produced a new *Travel Agents Manual*, tour shells for travel trade imprint, and *Coming Events*, which lists events and attractions throughout the province in guide folders for the four seasons.

NEWS AND PHOTOGRAPHY (EDITORIAL SERVICES)

In the fiscal year this section produced 135 travel and industry releases, 61

speeches and 12 statements. Its travel output alone was distributed to some 900 U.S. newspapers, magazines and freelance travel writers with feature articles on such topics as Toronto, the Shakespeare and Shaw festivals, Eastern Ontario, Niagara Falls, Kitchener, Thunder Bay, Sudbury, and the two railway excursions — aboard the Polar Bear Express to Moosonee and on the ACR to Agawa Canyon from the Soo.

Outdoor stories and countless inquiries on hunting and fishing also generated visitor action as did an escorted Feb-



Publications Section of the Communications Division supervises production of booklets and brochures for the three operating Divisions.

January trip with two Ontario outdoor/travel editors to the Bon Soo Winter Carnival in Sault Ste. Marie.

To lend editorial support to ministry trade missions and write up international offices for the Trade and Export Journal, section personnel travelled to Frankfurt, Brussels, Paris, Minneapolis, New York, Los Angeles, Boston, Chicago and Cleveland.

An assignee also covered an exhibition at the Serpent River Craft Centre and the High Point Furniture Show in North Carolina.

Other involvements included copy and photos for the Frankfurt Fur Fair, Eedee Craft Design Awards, a U.S. Student Exchange Tour, Women's Advisory Council affairs, the Heritage Highways exchange tour, the Energy and Transit seminars, and input in design, fashion and furniture activities.

NEWS AND PHOTOGRAPHY

Produces industry, trade and tourism releases, provides radio and TV stations with story material and public appearances.

AUDIO-VISUAL

Operated as a service facility for the ministry and, on occasion, other minis-

tries and agencies of the government. It operated and maintained complete still photographic services including a black and white color printing laboratory, an extensive photographic file, a motion picture library and post production facilities.

During the fiscal year the Branch's three photographers travelled 26,000 miles by car and air, photographing the Province's tourist areas and industrial facilities. The unit completed 106 assignments for ministry Divisions and 78



for other ministries and agencies. As a result, 4,000 color transparencies and 1,500 black and white negatives were added to the library.

In addition, on a mailing operation involving selection and retrieval inventory control the Branch distributed roughly 14,000 black and white prints and 11,000 color transparencies to the various publications.

The section also produced and distributed travel films that were viewed by some 50 million through direct screenings to community audiences, in theatres and on TV in Canada, the U.S. and abroad. It also participated jointly on the Heritage Highways film, another on Toronto, and a third in co-operation with the St. Lawrence Parks Commission.

ADVANCEMENTS IN TOURISM

DOMESTIC: a 49 per cent domestic budget increase from 1972 enabled the Branch to extend media coverage to more markets to get across Ontario's tourism story; develop a new creative approach in print and broadcast and

explore travel trade advertising for the first time. Television, however, was still the major promotional vehicle for consumer awareness and image building.

AMERICAS: in spite of a 3 per cent budget decrease, it was possible to initiate a more effective media mix in prime markets; here again newspaper, radio and travel trade advertising was initiated, with TV the big image builder and magazines used to reach up-scale households, especially in metropolitan New York.

Last summer's U.S. energy crisis presented a golden opportunity to promote Ontario tourism. A four-week radio campaign in four U.S. border markets informed U.S. travellers there was no gasoline shortage in Ontario.

OVERSEAS: For the first time advertising was directed to the travel trade in the U.K., Germany, Holland and Italy to spur awareness among travel agents and package tour operators of Ontario's potential.

CO-OP: a 52 per cent budget boost from 1972 made it possible to participate with the Canadian Government Office of Tourism, Air Canada and Quebec in a

number of U.S.-directed promotions, and to continue with the Heritage Highways program begun six years ago.

To help get across to the Ontario business community the services and programs available through the newly designated Small Business-Operations Division, a 10-week advertising program was conducted with 33 Ontario dailies and two weekly newspapers January to March this year. The combined circulation of all papers amounted to 1,349,600 per issue.

For Trade Development several special advertisements were prepared to support a number of projects. In addition, a full color page advertisement was inserted in *The Financial Post* on behalf of the Office of Standards, Design and Innovation.

A full page advertisement also appeared in the special Canada issue of *Wirtschaft und Standort*, Dusseldorf, West Germany, emphasizing Industrial Development activities such as joint ventures and manufacturing arrangements with Ontario firms.



1973 — INDUSTRY ADVERTISING PROGRAM

The formation of the Ministry of the Industry in 1972 resulted in the reorganization and expansion of the Ontario Small Business Operations Division to provide a fully integrated Industrial, Trade and Tourism program delivery service on a decentralized basis to businessmen throughout the Province. With six regions equipped to supply these services it was evident that a strategic communications program was required to support their efforts to ensure that all Ontario businessmen would be better informed about the Ministry's programs and decentralized operations.

The basic Communications Strategy was to support the efforts of the three operating Divisions that create the Ministry's services, Industry, Trade and Tourism for delivery through the Field Offices locally. In the Domestic market it was important to establish that the Ministry is progressive and resourceful; that the geographic distribution and expertise of the Small Business Operations office and personnel is geared to

meet the needs and solve the problems faced by the Ontario businessman; that the Ministry's Business Development programs are vitally important to the economic stability and future growth of Ontario business.

A 10 week campaign in all Ontario daily newspapers was developed for the advertising program at a total cost of \$68,000. 8 600-line black and white advertisements were scheduled in 33 daily newspapers and 2 weekly newspapers during the period January to March 1974. The Toronto Globe and Mail ran a 1000 line version of the advertisement created for the campaign. The combined circulation of all papers amounted to 1,349,600 per issue.

ADVERTISING ACHIEVEMENT

No formal independent research was undertaken to evaluate the campaign's effectiveness. However, reports from various Field Offices indicated a high level of awareness and increased inquiries after each insertion appeared.

Numerous marketing research studies have been conducted on the effectiveness of Industrial Advertising. Certain key points from those studies can be

applied to the 1973 communications program to substantiate the premise that when personal contact by Field personnel is supported by advertising, an increased awareness of Ministry services is generated; the sales cost per call is decreased, and broader coverage of key influence groups is possible.

INDUSTRIAL DEVELOPMENT

Several special advertisements were prepared to support individual projects:—

A full page two colour advertisement was inserted in the *Financial Post* Special Design Supplement of September 8 on behalf of the Office of Standards Design & Innovation.

One full page advertisement appeared in the special Canada issue of *Wirtschaft und Standort*, Dusseldorf, Germany, an industrial development and economic journal. This advertisement emphasized our Industrial Development activities, such as Joint Ventures, Manufacturing Arrangements and Industrial Development.



development corporations in ontario

Ontario Development Corporation Chairman is James H. Joyce, appointed in 1973. Mr. Joyce is a member of The Governing Council of the University of Toronto and prior to his ODC appointment was a vice president with Crown Trust Company

In 1973 an Act respecting Development Corporations in Ontario replaced the former Ontario Development Corporation and Northern Ontario Development Corporation Acts. The new Act provides for a third Corporation to serve the eastern part of the province, previously served by ODC.

The Eastern Ontario Development Corporation was established in late 1973 with an office in Ottawa and its board of directors appointed from the Eastern Ontario business community. EODC serves the counties of Victoria, Haliburton, Peterborough, Hastings, Prince Edward, Renfrew, Lennox and Addington, Frontenac, Lanark, Leeds, Grenville, Russell, Dundas, Stormont, Prescott and Glengarry and the Regional Municipality of Ottawa-Carleton.

At the end of the year the District of Parry Sound was added to the area served by the Northern Ontario Development Corporation which includes the districts of Algoma, Cochrane, Manitoulin, Nipissing, Sudbury, Timiskaming, Kenora, Rainy River and Thunder Bay.

TOURIST LOAN PROGRAM EXPANDED

In June 1973, the Minister announced a significant broadening of the tourist loan program aimed at increasing the scope of assistance to tourist operators and improving the quality of the tourism plant in Ontario.

In contrast to the former program, mainly confined to expanding or upgrading existing tourist lodges, the new program extends to a variety of facilities in areas where tourism is of major importance to the local economy. Included under the new program are housekeeping cottage operations, tourist tent and trailer camps, restaurants, resort motels and hotels and tourist marinas providing facilities in addition to docking.

Tourism loans were made available to new operations as well as to expand and upgrade existing operations. The previous maximum amount of \$75,000 was removed. The amount of each loan is now determined according to the financial requirements of individual projects.

NEW INCENTIVE LOANS FOR INDUSTRY

Major changes were made in Ontario's methods of providing financial incentives to industry. Applications for performance loans under the Equalization of Industrial Opportunity Program were terminated on June 30, 1973. The program was replaced by the Ontario Business Incentives Program.

Replacing performance loans that were interest free and forgivable are long term incentive loans that are repayable, although commencement of repayment may be deferred until the borrower becomes established. Incentive loans may be interest free for up to five years or at a rate lower than the Development Corporations' prevailing rate of interest.

The Ontario Business Incentive Program provides special advantages for qualifying new or expanding businesses in the northern or eastern areas of the province where a company may receive up to 90 per cent and 75 per cent respectively of approved costs to a maximum of \$1 million.

In the industrialized central and southwestern part of the province, incentive loans are for new businesses only and are for up to 50 per cent of approved costs to a maximum of \$500,000.

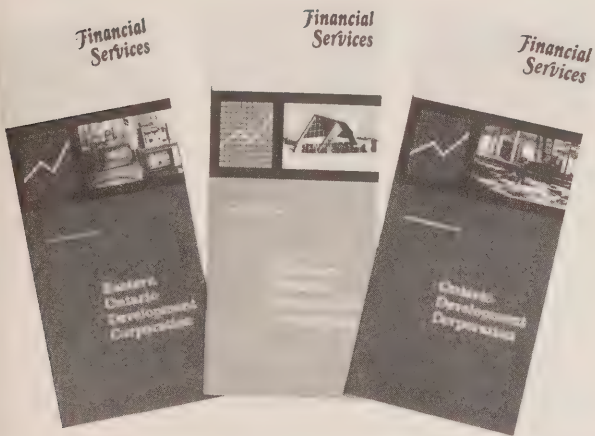
OTHER LOAN PROGRAMS

ODC term loans are available to finance new products and processes, exports, pollution control equipment, industrial buildings and for the expansion of small businesses. Booklets describing these programs are available from each of the Development Corporations.

HURON AND NORTHAM INDUSTRIAL PARKS FULLY LEASED

During 1973 the Industrial Parks Branch completed leasing arrangements for all available space in Cobourg's Northam Industrial Park. Nine of the twenty industries located in Northam Park set up operations during the year, bringing the number of employees in industry to 695.

The sixteen industries and educational facility in Huron Industrial Park, near Centralia, employ 477 people and occupy all available industrial space.





ontario place

Ontario Place, the 96-acre cultural-leisure complex located on man-made islands on the north shore of Lake Ontario in Toronto, is a Crown Corporation of the Province of Ontario.

During the summer season, May 19 to October 9, 2,913,172 persons visited Ontario Place, and a highly-successful off-season film programme in the autumn and over the Christmas holidays attracted 52,789 more, bringing total attendance to a record of 2,965,961 for the 1973 season. Many of these were U.S. and overseas visitors.

More than 330 persons were employed on the site at the peak of the 1973 season. Of these, 300 were college students from many parts of the province who were employed throughout Ontario Place as hosts, hostesses, marina, administration, restaurant, boutique and maintenance staff. 100 Boy Scouts performed a variety of duties on the site, including escort for senior citizens and the handicapped in wheelchairs.

From May 19 to June 29, more than 55,000 elementary and secondary school students toured Ontario Place, coming from 1,000 Ontario schools in such communities as Iroquois Falls, Sudbury, Kitchener, Cornwall, North Bay, Windsor, Ottawa, Sault Ste. Marie,

Thunder Bay, London, and communities within the immediate area of the site, including several U.S. border cities.

In addition to the school visits, more than 50,000 people visited Ontario Place between May 19 and October 9 on commercial visits which included such groups as associations, companies and clubs.

The design of the complex has attracted interest from other countries. Craig Zeidler Strong, the architects, received an Award of Excellence from "Canadian Architect" in 1969 and a citation from The American Design and Steel Institute in 1973.

Special features of the five-moduled steel and glass pavilion are a Mock Clock, designed on the tradition of the old performing European clocks, and two experiential theatres designed for multi-media productions with stereophonic sound systems. "Toronto the Good", a symphonic portrait of a city by Academy Award winner Christopher Chapman, and "Kaleidoscope '73", mirror images and unique impressions created by Morey Markson, were featured.

In Cinesphere, the domed theatre seating 800 and housing the world's largest indoor screen, three Ontario-produced IMAX films were shown: "North of Superior", winner of a Canadian Film Award, and "Catch the Sun", both depicting Ontario areas and activities, and "Volcano" which captured the dramatic eruption in Iceland.

During the summer season, the Forum, an outdoor amphitheatre accommodating 8,000, presented a wide array of local and international talent. Programs

ranged from rock groups, jazz bands and folk dancers to opera, symphony and ballet. Thousands enjoyed the 18 concerts given by the Toronto Symphony Orchestra and the 15 performances shared by the National Ballet of Canada and the Royal Winnipeg Ballet. Other on-site live entertainment included marching bands from many Ontario schools, and clowns and minstrels.

One of the biggest hits of the season was the Water Play area of Children's Village which opened in July. This three-tier funland offered rope swings, waterfalls and water cannons where up to 400 youngsters could get soaked and then dry off in a bird-shaped Kids' Drier.

3,500 boats sailed into the 300-slip Marina and pedal boats and sight-seeing cruises were very popular.

HMCS Haida, the famous World War II and Korean War destroyer permanently berthed opposite the East Island, was a major attraction. In the five-month summer season, more than 177,000 visitors toured the ship and 100 Ontario Sea Cadets trained aboard her.

Boutiques offered Canadian and Ontario-made souvenirs and giftware including works of Eskimo and Indian artisans. Licensed restaurants, lounges and snack bars were very successful, and Island Ports Restaurant complex was available for meetings, banquets and presentations.

A highlight of the season was the visit of Her Majesty, Queen Elizabeth II, on June 25. Among other important visitors were India's Prime Minister, Indira Gandhi, and Deputy of the Supreme Soviet, Lev Koulidjanov.





ontario research foundation

ONTARIO RESEARCH FOUNDATION TECHNOLOGIES FOR INDUSTRY

The Ontario Research Foundation, in Sheridan Park Research Community, is Canada's most comprehensive resource for contract research and development. An independent industrial research organization, ORF is governed by prominent businessmen and scientists. Its capital funds have been subscribed by Canadian manufacturers and the Province of Ontario.

ORF's primary role is to stimulate and enhance the vitality of this country's industrial community by providing innovative R & D capabilities and comprehensive technological services to those medium and small companies that are not large enough to have their own R & D facilities, and by offering technological specialization to larger companies to complement their own in-house resources.

The value of these activities to the industrial community is recognized by the Province of Ontario, which provides a performance grant based on the degree to which ORF services are utilized by Canadian industry. This appropriation is to finance internal backup research projects and the development of new skills, so that ORF's technical capabilities re-

main relevant to the increasingly complex requirements of industry.

The various departments at ORF — Applied Chemistry, Applied Physics, Engineering, Environmental Chemistry, Field Services, Materials Chemistry, Metallurgy, and Textiles, Clothing and Footwear — reflect the breadth of the expertise and experience of its staff of 300. Because of its multidisciplinary nature and the close cooperation which exists between the various departments, ORF is able to provide assistance to private industry to help solve a wide range of technological problems.

PROJECTS FOR INDUSTRY

For example, projects in 1973 relating to medical and surgical technology included the development of prosthetic devices, a "knee goniometer" for analysis of knee movements, and equipment to facilitate the setting of fractured limbs. Work on microbiology resulted in the development of Sonacide, a patented sterilization formulation based on acid glutaraldehyde. ORF holds a patent for this process and licenses it to an Ontario manufacturer.

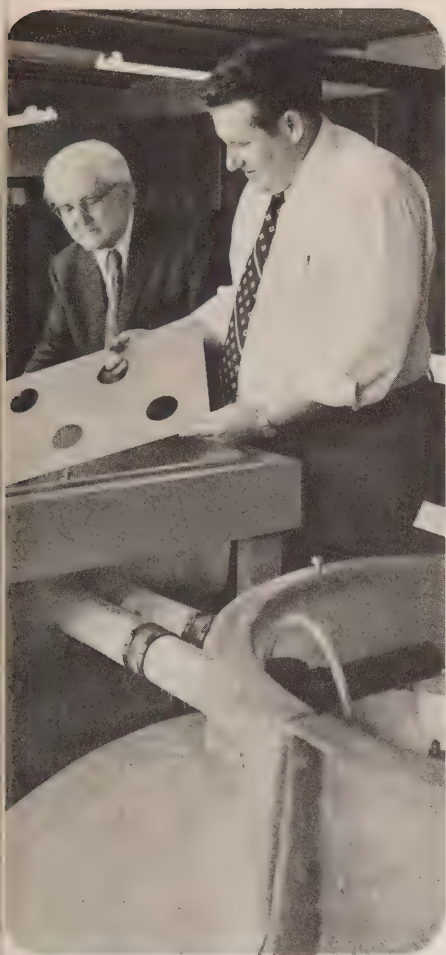
ORF continued to provide assistance to the pulp and paper industries, by devising methods for the removal of pollutants from kraft mill bleach effluents, by developing processes for wood waste utilization, and by investigating the potentials for using waste bark in the pel-

letizing of iron ore. Projects sponsored by a paper manufacturer have resulted in the synthesis and characterization of a large number of derivatives of vanillin and related chemicals, with the objective of developing compounds of value as pharmaceuticals.

One of ORF's most exciting 1973 developments was the perfection of equipment which permits full stereoscopic viewing on a television screen of small objects at magnifications up to 20,000 times. Arrangements have been made for an Ontario manufacturer to produce this equipment for world markets.

Combustion and heat transfer engineering, noise and vibration control, and the provision of strain gauge testing services were other major areas of activity in 1973. Finite stress analyses of subway train bogie components and suspension systems were carried out. This work included strain gauge tests on trains in service, and the use of laser interferometry techniques.

Measurements of ambient air quality have been made by ORF on behalf of industrial clients for more than two decades. Sulphur dioxide, hydrogen sulphide, total oxidants and non-methane hydrocarbons, as well as a variety of particulate contaminants, are monitored. Special instrumentation has been



ORF microbiologist provides continuing assistance to Ontario manufacturer of new government-approved home sewage treatment system

developed at ORF to facilitate measurement of contaminants.

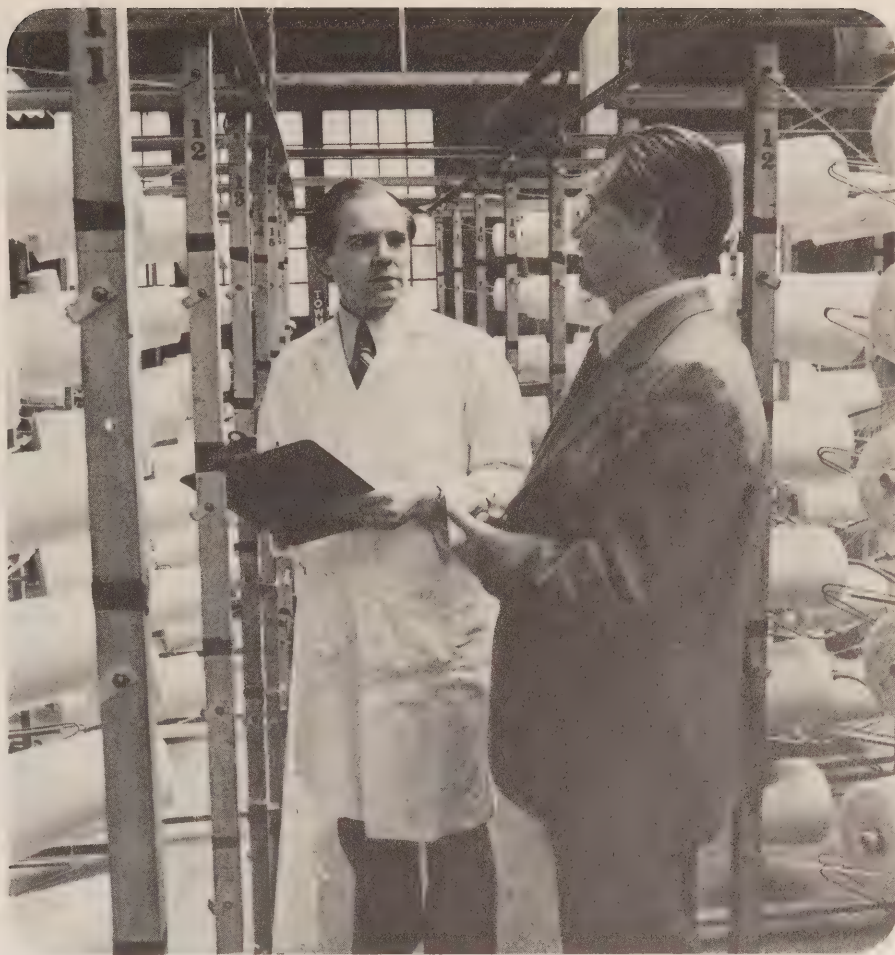
Identification of offensive odours requires a combination of sensory perception and sophisticated analytical procedures. ORF has established a trained odour panel that employs recognized and standardized sensory evaluation methods.

Extensive research and development continues in building materials. Long term projects relate to concrete and other inorganic cementitious materials, as well as organic building materials such as protective coatings, plastics, and adhesives.

Another 1973 ORF breakthrough was the development for an Ontario client of a practical system for flame spraying glass onto concrete blocks and bricks, to produce decorative glazings and facings that are durable to weathering.

RESEARCH ON SEWAGE SYSTEMS

The treatment of sewage and other effluents is an important area of continued intensive ORF activity. A major contract for the Central Mortgage and Housing Corporation (CMHC) has as its overall objective the development of a self-contained water and waste system to serve high density population units. It will provide on-site treatment of all sewage



ORF textiles expert providing technological assistance in Ontario mill

and domestic refuse with reclamation of water to potable quality and recovery of heat values from sewage and garbage.

An Ontario company, Waltec Industries Limited, is now manufacturing an ORF-developed home sewage treatment system which was approved in 1973 by the Ontario Ministry of the Environment for use throughout the Province. This unit shows much promise as an alternative to the conventional septic tank in rural and cottage areas.

Analytical work is being carried out on pesticide residues and trace industrial contaminants, including trace metals, in the environment. Food, and food packages, are analyzed for PCB's and PCT's, and similar analyses are performed on pulp and paper samples.

Activities related to physical metallurgy cover a broad range of subjects, including the development of metallic composite materials, mechanical properties testing, metallography, failure analysis, corrosion, and analyses of metals and alloys. The Centre for Powder Metallurgy at ORF continues its program re the development of new and improved metal powders and methods of producing powder metallurgy parts.

Process metallurgy projects included compaction tests on sponge iron, recovery of copper and nickel values from high grade sulphide ores, and the ex-

traction of titanium, iron and vanadium from Canadian ilmenite ores by new hydrometallurgical methods.

Other extensive ORF programs relate to textiles and include, in particular, garment size standardization and flammability testing. Increasingly, ORF assistance is provided to laundries, especially those operated by hospitals and other institutions, in improving their methods and effecting economies.

ORF has recently become the base for a major industrial trade association — SATRA North America — which has been set up by the Shoe and Allied Trades Research Association of the United Kingdom. It is now making a significant contribution to the technical needs of footwear-related industries throughout North America.

Under Ontario Government sponsorship, ORF continues to offer an Industrial Research Service (IRS), which provides free field engineering assistance to Ontario manufacturers on request. This service is designed to assist Ontario manufacturers to obtain and to interpret technological information, to help solve their manufacturing problems. In 1973 ORF field engineers made over 6400 contacts under this IRS program, including over 1100 plant visits.

sheridan park research community



Sheridan Park is Canada's first integrated community devoted to research, development and engineering. It was founded in 1963, when the first of the present thirteen companies within the Community officially dedicated the area as a Research Park. It is located in approximately 400 acres of parkland on the north side of the Queen Elizabeth Way, 9 miles to the west of Metropolitan Toronto. Community personnel have ready access to the airport, several universities and community colleges, and the scientific, technological and industrial activities of the Golden Horseshoe. Further, Sheridan Park is a focal point and readily reached by visitors from all parts of North America, Europe, Japan and other parts of the world.

Since the founding, the Community has grown to include the following companies: Abitibi Paper Co. Ltd., Atomic Energy of Canada Ltd., Canada Systems Group (EST) Ltd., Cominco Ltd., Dominion Glass Co. Ltd., Dunlop Research Centre, G.S.W. Ltd., Gulf Oil Canada Ltd., International Nickel Co. of Canada

Ltd., Mallory Battery Co. of Canada Ltd., Ontario Research Foundation, United Lands Corporation, and Warner-Lambert Research Institute of Canada Ltd. All together, there are over two thousand people working within Sheridan Park.

Very early in the history of Sheridan Park, the resident companies formed the Sheridan Park Association. All the members of this Association are independent, each owning their own land, building; each operating their own R & D programs, with their own responsibilities. The chief purpose of the Association is to act in concert to improve overall efficiency, creativity, economy and effectiveness; in other words, to do a better job for their companies by being in Sheridan Park than elsewhere.

Such goals are accomplished through education — related programs — informal and formal seminars, symposia, continuing education classes, — by achieving more effective research management and research administration by sharing experiences between senior and supervisory personnel, by more effective interaction between research services groups such as libraries, purchasing, maintenance, and where fea-

ible, the sharing of skills and facilities on a quid pro quo basis. Further, by being more visible as a Community, the companies can improve their contacts and interaction with outside organizations such as universities, other industrial R & D organizations, government bodies, etc.

Within recent years, a program of bringing in Associate Members has been started. The Association now has nine such members, including other industrial companies as well as nearby universities and community colleges. "We welcome these Associate Members", says Kenneth R. Brands, President of Mallory Battery Co. of Canada Ltd., and this year's President of the Association, "since they further increase the benefits of inter-company communication on all matters related to research and development."

A feature of Sheridan Park life is the biennial symposium which attracts visitors from outside the Community. The most recent two day symposium, which had 15 speakers, dealt with problems of computers in science and industry.

Sheridan Park is one of the initial groups of organizations in Canada participating in the CAN/OLE Program (Canadian On-Line Enquiry) — a program devised and initiated by the National Science Library to allow respondents to search in minutes, via computer and long distance line, the holdings of the National Science Library for pertinent scientific, technological and engineering information and data.

"The presence of CAN/OLE is an exciting development, one which is much more easily handled by an Association rather than the individual companies. It is very doubtful if any of the individual member companies within Sheridan Park, if they had not been here, could have considered it," explains Jack A. Carr, in-coming President of the Sheridan Park Association and General Manager of Dunlop Research Centre.

To maintain consistency within the Community, and to prevent land speculation, any unsold land is held by the Ontario Development Corporation and sold at a fixed price with a land covenant which regulates such matters as land use, architectural and landscaping design.



inventory of growth

Outgoing Sales Missions
Branch Plants Abroad — 1973
Licensing Arrangements and Joint Ventures Abroad
International Trade Shows
New Manufacturing Establishments
Joint Ventures
Manufacturing Arrangements
Plant Expansions
Product Prospecting Missions
Technology Missions
Product Development Seminars

outgoing sales missions

BOSTON, U.S.A. — January 28, 1973

Dart Foundries Ltd., St. Catharines
Electronic Craftsmen, Waterloo
McFarlane Gendron Manufacturing Ltd., Toronto
St. Catharines Screw Machine Products, St. Catharines
Supreme Aluminum Industries Ltd., Scarborough
Warren-Knit, St. Catharines
NEW ZEALAND AND AUSTRALIA — FEBRUARY 22, 1973

Archery Craft Co. Ltd., Toronto
Automatic Staple Manufacturing Co. Ltd., Weston
Burlington Carpet Mills Canada Ltd., Bramalea
Convertible Pools International Ltd., Scarborough
Doerner Products Co. Ltd., Waterloo
Kenebuc Galt Ltd., Galt
Neeco Industries Ltd., Burlington
Northern Stag Industries, Rockwood
Sangamo Co. Ltd., Toronto
Simplicity Products Co. Ltd., Hespeler
Tribar Industries Ltd., Weston
Tri-Canada Fittings Ltd., Mississauga
Webster Manufacturing (London) Ltd., London

MILAN, ITALY — February 2, 1973

Continental Cables & Conduits, Colborne
Edwards-Day Ltd., Toronto
Hear-Saver Ltd., Toronto
Interag Food Exports of Canada Ltd., Port Perry
Kafko Manufacturing Ltd., Mississauga
John Labatt Ltd., London
T-Scan Ltd., Scarborough
LOS ANGELES AND SAN FRANCISCO U.S.A. — February 11, 1973

Blue Mountain Pottery, Collingwood
Communi-Tel Marketing Ltd., Downsview
Deloro Stellite Ltd., Belleville
Novatronics of Canada Ltd., Stratford
Seeburn Metal Products Ltd., Beaverton
Associate Member
Designed Precision Castings Ltd., Brampton

ATLANTA, GA. U.S.A. — March 11, 1973

B&B Plastic Industries Ltd., Concord
Four Seasons Chalets Ltd., Parry Sound
Hear-Saver Ltd., Toronto
Lisburn Manufacturing Co. Ltd., Cambridge
Trim Gard Co. Ltd., London
Viceroy Manufacturing Co. Ltd., Toronto
Welmet Industries Ltd., Welland
NEWARK, N.J., U.S.A. — March 11, 1973

Leak "X" Detection Devices Ltd., Ottawa
Pensteel Industries Ltd., St. Catharines
Trillium Recreational Vehicles Ltd., Markham

Waltec Forgings Ltd., Wallaceburg
Wilcorp Manufacturing Ltd., Toronto
NEW ORLEANS, LA. U.S.A. — March 18, 1973

Bostlund Industries Ltd., Oak Ridges
Dominion Welding Engineering Co. Ltd., Maple
D'Orlan Jewellers Ltd., Toronto
Grampian Marine Ltd., Oakville
Norcal Fabricators Inc., Callander
Northern Vibrator Manufacturing Ltd., Georgetown
Reliance Electric Ltd., Toronto
Shaw Organs Inc., Burlington
CLEVELAND, U.S.A. — April 29, 1973

Care Equipment Manufacturing Co. Ltd., Breslau
Cubic Storage Systems, Rexdale
Cunningham Foundry (St. Catharines) Ltd., St. Catharines
Erwel Inc. (Sarco Canada Ltd.), Agincourt
Philips Electronics Industries Ltd., Toronto

Savage Shoes (1970) Ltd., Cambridge WASHINGTON, BALTIMORE, NEW YORK — May 6, 1973

Allen Wood Products Ltd., Fenelon Falls.
Applied Poly Systems Ltd., Mississauga
Carrying Industries Ltd., Trenton
Criterion Instruments Ltd., Don Mills
International Travelware Products, Toronto
Scandi Craft Ltd., London
Davies Truck Equipment Ltd., Rexdale
(Associate Member)
FRANKFURT, GERMANY — June 1, 1973

Anglo Traders Limited, Toronto
Bader Brothers Limited, Toronto
Bayly Engineering Limited, Ajax
Carriere Technical Industries Ltd., Scarborough
Ferranti Packard Limited, Toronto
Gibb Manufacturing Company Limited, Mississauga
Husky Floor Machine Co. Limited, Mississauga
Leak "X" Detection Devices Limited, Ottawa
Thomson Research Associates Limited, Toronto

BRUSSELS, PARIS AND AMSTERDAM — June 9, 1973

Albert Chemical Sales of Canada Ltd., Hamilton
Fahralloy Canada Limited, Orillia
Fold-Way Covers Ltd., Scarborough
Inax Instruments Limited, Ottawa
Norseman Heating Products Ltd., Burlington
Stevens-Hepner Co. Ltd., Port Elgin
The Timberland Ellicott Limited, Woodstock
Stanley A. Grant Limited, Toronto

UNITED KINGDOM, LONDON — July 13, 1973

Audio Magnetics Corporation of Canada Ltd., Toronto
D & S Corley Ltd., Rexdale
E.D.A. Electronics Ltd., Ottawa
Electrohome Limited, Kitchener
General Audio-Visual Company, Scarborough
La Belle Industries Ltd., Don Mills
Ontario Educational Communications Authority, Toronto
R-D Systems of Canada Limited, Toronto
Richmond Hill Laboratories Ltd., Scarborough
I.P. Sharp Associates Limited, Carleton Place
MELBOURNE, AUSTRALIA — July 25, 1973

Cord Industrial Engines Limited, Rexdale
Havlik Enterprises Limited, Cambridge
Imperial Eastman Corp. (Canada) Limited, Barrie
Litton Systems (Canada) Limited, Rexdale
Mirtone Industries, Weston
Orenda Limited, Toronto
Penberthy (Div. of John Wood Co. Ltd.), St. Catharines
Rockwell Manufacturing Co. of Canada Ltd., Guelph
Vulcan Equipment Co. Limited, Toronto
George Kelk Limited, Don Mills
TOKYO, JAPAN — Sept. 1, 1973

Delamere & Williams Co. Ltd., Toronto
Hallmark Packaging Machinery Ltd., Markham
Knud Simonsen Industries Ltd., Rexdale
Michael Shulman Associates Ltd., Downsview
Phinn Universal, Scarborough
Purity Packaging Ltd., Peterborough
MINNEAPOLIS, MINNESOTA — Sept. 16, 1973

Armalux Glass Industries, Rexdale
Errol Design & Manufacturing Limited, Thunder Bay
Gandalf Data Communications Limited, Ottawa
Gomac Rubber Products Limited, Markham
Hypernetics Limited, Amprior
North American Steel Equipment Co. Ltd., Whitby
Philips Electronics Limited, Toronto
Prothane Limited, Toronto
Rosslyn Brick and Supplies Limited, Thunder Bay
Topographics, Markham
SWEDEN — Sept. 28, 1973

C-Tech Limited, Cornwall
Croven Ltd., Whitby
Dominion Tape of Canada Ltd., Cornwall
GSW Appliances Ltd., Weston

Hammond Manufacturing Co. Ltd.,
Guelph
Hexcel of Canada Ltd., Scarborough
Security Credit Systems Ltd., Toronto
Canadian Kitkraft Enterprises Ltd.,
Ottawa

MILAN, ITALY — Oct. 3, 1973
Arpeco Engineering Ltd., Mississauga
H.J. Langen & Sons Ltd., Rexdale
Phin Universal (Division of Canadian
Stackpole Ltd.), Scarborough
Wrap-o-Matic Machinery Co.
Blue Giant Equipment of Canada
Limited, Brampton

**LONDON, ENGLAND —
Oct. 27, 1973**
Brass Craft Canada Limited, St. Thomas
Brevel Products Limited, Scarborough
Dufferin Patterns and Wood Specialties
Ltd., Toronto
Fluidynamic Devices Limited,
Mississauga
Kralinator Filters Limited, Cambridge
Lexsucu Canada Limited, Toronto

Longford Equipment International Ltd.,
Toronto
Projection Arts Inc., Thornhill
Promotional Advertising Systems Ltd.,
Mississauga
Robert Soper Limited, Hamilton
Royce Enterprises, Orillia

**LOS ANGELES, CALIFORNIA —
Oct. 28, 1973**
Automatic Staple Manufacturing Co.
Ltd., Weston
Donlee Manufacturing Limited, Toronto
Louis Fischl Glove Company Limited,
Prescott
GSW Building Products Division,
London
King Plastics, Mississauga, Ontario
Savage Shoes (1970) Limited,
Cambridge
Standard Cap and Seal (Canada)
Limited, Burlington
Versatec Limited, Scarborough
**SOUTH AMERICA —
Oct. 31, 1973**
Seco Tool Co. Ltd., Toronto
Perfection Automotive Products
(Windsor) Limited, Windsor

Waldec of Canada Limited, Rexdale
T. Scan Limited, Scarborough
Farmatic Automatic Feeding Ltd., Gorrie
McPhar Geophysics Ltd., Toronto
Northern Stag Industries Ltd., Rockwood
Ward Leonard of Canada Ltd.,
Scarborough

**BOSTON, MASSACHUSETTS —
Nov. 11, 1973**
Design Dynamics Limited, Oakville
Livingston Kenhar Limited, Brampton
Paragon Designs Limited, Markham
Reliable Tool and Manufacturing
Limited, Thorold
Silmor Sales Limited, Downsview
Whimsy Limited, Scarborough

**CHICAGO, ILLINOIS —
Nov. 25, 1973**
Beaver Electronics Limited, Rexdale
Burkhardt Jewellers Ltd., Toronto
Dom Sports & Games, Toronto
Frikon Industries Limited, Toronto
Haessler & de Way Ltd., Brampton
Meaford Steel Products Ltd., Meaford
Alex Wilson Publications Ltd., Dryden

branch plants abroad-1973

ONTARIO MANUFACTURER

Wonder Steel Manufacturing
International Ltd., Downsview
Grampian Marine Ltd.
Oakville
Eaton Forestry Products
Woodstock
New Struc Systems Ltd.
Ottawa
Cimco Ltd.
Toronto
Sternson Ltd.
Brantford
Joyce Cridland Canada Ltd.
Weston

FOREIGN COMPANY

Wonder Steel Buildings
Watertown, S.D.
Grampian Marine Ltd.
Edenton, N.C.
Eaton Forestry Products
Tiffen, Ga.
Canam Systems Inc.
Encino, Cal.
Lewis Refrigeration Inc.
Woodinville, Wash.
Stenson Italiana
Piacenza
Joyce Cridland Canada
International Ltd.
Lough Rea, Ireland

PRODUCTS

Steel buildings

Sailboats

Timberjack and logging
equipment
Hambro structural
systems
Refrigeration and aircon-
ditioning equipment
Concrete
chemicals
Automotive Lifts

licensing arrangements and joint ventures abroad 1973

ONTARIO MANUFACTURER

Union Carbide Canada Ltd.
Arnprior
Union Carbide Canada Ltd.
Arnprior
I.T.E. Circuit Breaker
(Canada) Ltd.
Mississauga
Bate Chemical Co. Ltd.
Don Mills

FOREIGN COMPANY

Aquafil S.P.A.
Verona
Polimex Cekop

D.E. Taplin Pty. Ltd.,
Parramatta, N.S.W.

Revertex Industries
(N.Z.) Ltd. Auckland

PRODUCTS

Nylon 6 Carpet
yarn technology
Nylon 6 Carpet
yarn technology
Powerline
switchgear

Sodium polyacrylate
thickeners

licensing arrangements and joint ventures abroad 1973

ONTARIO MANUFACTURER

Chocolate Products Ltd.
Toronto

Centralized Insurance Management Ltd.
Rexdale

Universal Sections Ltd.
Scarborough

Universal Sections Ltd.
Scarborough

Universal Sections Ltd.
Scarborough

Arcan Eastern Ltd.
Hamilton

Arcan Eastern Ltd.
Hamilton

Arcan Eastern Ltd.
Hamilton

Arcan Eastern Ltd.
Hamilton

Arcan Eastern Ltd.
Hamilton

Arcan Eastern Ltd.
Hamilton

K-Flex Systems Ltd.
Mississauga

MacNaughton-Brooks Ltd.
Weston

Apex Neon Signs Ltd.
Toronto

Abrex Specialty Coatings
Oakville

Hambro Structural Systems
Ottawa

Hambro Structural Systems
Ottawa

Ecoplastics Ltd.
Toronto

Ernest Delorme & Assocs.
Tillsonburg

Beautiline Showcase Systems Ltd.
Downsview

Beautiline Showcase Systems Ltd.
Downsview

Beautiline Showcase Systems Ltd.
Downsview

Blue Giant Equipment of
Canada Ltd. Brampton

Halpen Engineering Ltd.
Toronto

FOREIGN COMPANY

Korff's Royal Cocoa &
Chocolate Factories
Amsterdam

Panorama Investments Ltd.
Mitcham, Surrey

Grecon Systems Ltd.
High Sycombe, Bucks
Millspaugh Ltd.
Sheffield, Yorks.

Yardmaster
Newry, Ulster

Kingfisher Industries Limited
Melbourne

Nippon Metal Fabrication Co. Ltd.
Tokyo

Burns & Ferrall Ltd.
Auckland

Beamlock Africa (pty.) Ltd.
Johannesburg

M.I.C. — Paris

Steel Equipment Co.
West Bronwich

Peters & Co. Inc.
Boston, Mass.

Weber et Broutin
Sur-Marne

Willings International
London

American Chemical Services
Griffith, Ind.

CanAm Hambro Systems Inc.
Baltimore, U.S.A.

Elsworth Smith Composite Systems Ltd.
Sandback, Cheshire

Kuraray Co. Ltd.
Osaka

West's Manchester Ltd.
Manchester

Difasa Distribudora de Fabricadas S.A.
Madrid

Kingfisher Pty. Ltd.
Australia

Hayward Williams Ltd.
(Beautiline Tubex Ltd.)

Rugby, Warwickshire
A-C Mexicana, S.A.

Mexico D.F. Mexico

Isopad Inc.
Buffalo, N.Y.

PRODUCTS

Confectionery

Stationery forms

Suspended ceilings

Suspended ceilings

Garden sheds, shelving,
Bedex metal lath

Pallet racking

Pallet racking

Pallet racking

Pallet racking

Pallet racking

Pallet racking

Conveyor systems

Concrete, plaster surface
coatings

Outdoor signs

Paints & varnish

Floor systems

Floor systems

Degradable plastic resins

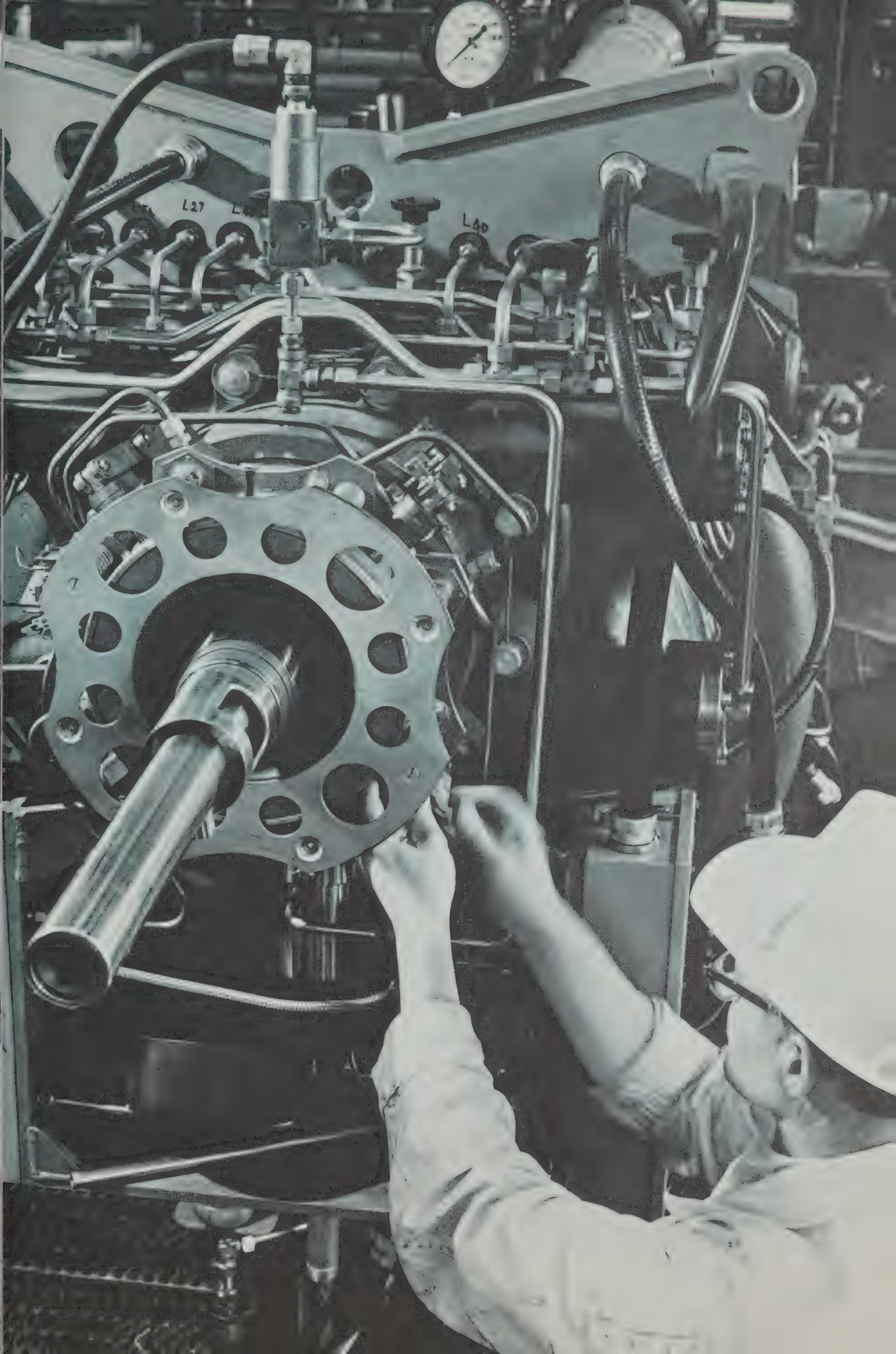
Construction equipment

Showcase systems

Showcase systems

Showcase systems

Manual pallet trucks,
stackers, dock levellers,
elevating docks, lift tables
Electric surface heating



international trade shows



April	Frankfurt, Germany	International Fur Fair
April	High Point, North Carolina, U.S.A.	Southern Furniture Spring Mart
May	London, England	International Electrical Component Exhibition
June	London, England	Environmental Pollution Control Exhibition (ENPOCON)
July	London, England	International Audio Visual Aids Exhibition (INTER-NAVEX)
July	Melbourne, Australia	International Engineering Exhibition
September	Tokyo, Japan	International Packaging Exhibition (TOKYO-PACK '73)
October	Milan, Italy	International Exhibition of Packing, Packaging, Mechanical Handling, Food Processing and Industrial Machinery (IPACK-IMA '73)
October	High Point, North Carolina, U.S.A.	Southern Furniture Fall Mart

new manufacturing establishments

The following 161 new manufacturing establishments were among the major firms entering secondary manufacturing in Ontario in 1973. Companies listed employ at least 10 persons, occupy 5,000 square feet of manufacturing or assembly space, or have sales exceeding \$100,000 annually.

COMPANY	LOCATION	ORIGIN
Advanced Extrusions Limited Aerosol containers, marker pen shells and collapsible tubes	Metropolitan Toronto	Canada
Adventure Charcoal Enterprises Ltd. Charcoal	Hagarty Township (Killaloe)	Canada
Aerie Industries Limited Bi-folding doors	London	Canada
Aeroquip (Canada) Limited Hydraulic hose	Perth	Canada
Airlite Glass Insulating Limited Sealed window units	Metropolitan Toronto	Canada
Alanbrooke Industries Horse trailers	Ajax	Canada
Altec Buildings Limited Modular homes and roof trusses	London	Canada
Atlas Hoist & Body Inc. Garbage compactors and rear-dump bodies	Cornwall	Canada
Automation Industries, (Canada) Ltd. Boilers; water heaters; radiant heating units and flexible tubing	Mississauga	United States
B-V Tool Co. Limited Custom machine parts	Sarnia	Canada
Barriwood Toys Ltd. Abstract wooden toys	Burlington	Canada
Berwick Manufacturing Co. Ltd. Millwork, kitchen cabinets and counters	Finch Township (Berwick)	Canada
Brant Wood Products Wooden pallets, crates and boxes	Brantford	Canada
Braukmann Controls Company Limited Relief and reducing valves; valves for hot water and steam heating	Metropolitan Toronto	West Germany
C.F.M. Industries Limited Plastic-framed upholstered furniture	Whitby	Canada
Canadian Construction Controls Limited Controls for construction equipment	Waterloo	Canada
Canadian Drainage & Plastics Corporation Ltd. Plastic drain pipe	Rochester Township (Ruscom)	Canada
Canadian Durabla Limited Gaskets	Belleville	United States

new manufacturing establishments

COMPANY	LOCATION	ORIGIN
Canadian Uniform Limited Uniforms	Hawkesbury	Canada
Canamec Scientific Glassblowing Limited Laboratory and artistic glassware	Windsor	Canada
Canplas Industries Ltd. Plastic pipe fittings	Barrie	Canada
Capital Box of Ottawa Limited Corrugated cardboard boxes	Casselman	Canada
Caroline's Foods Limited Deep fried frozen chicken pieces	Kingston	Canada
Carter Products Division, Carter-Wallace N.S. Inc. Deodorants, shave lathers and tooth polish; liver pills	Mississauga	United States
Jacques Cartier Mint Inc. Silver medallions and collector items	Metropolitan Toronto	Canada
Catelli Limited Ready to eat puddings	Metropolitan Toronto	Canada
Checkerboard Foods Limited Frozen processed poultry	London	Canada
Checkmate Manufacturing Co. Ltd. Furniture	Cambridge	Canada
Chemgraphics Limited Printed circuit boards	Ajax	Canada
Chicago Specialty Mfg. of Canada Ltd. Sanitary cleaning tools and plumbing specialty hand tools	Brantford	United States
Climax Industries Limited Liquid and dry packaging	Brampton	Canada
Clingfit International, Division of The Canadian Image Ltd. Ladies' slacks, skirts and pant suits	Metropolitan Toronto	Canada
Cobourg Library Resources Ltd. Bookbinding of educational and paperback books	Cobourg	Canada
Commercial Shearing Limited Oil hydraulic pumps, motors and control valves	Acton	United States
Computer Formulated Thermoplastics Ltd. PVC compounds	Milverton	Canada
Consolidated-Bathurst Packaging Limited, Bag Division-Flexible Packaging Division Paper bags; extrusion coatings; laminations for industrial wraps	Brantford	Canada
Constance Cox Brass Bed Company Brass beds	Ottawa	Canada
Cosgro Manufacturing Company Limited Machine shop fabrication	Guelph	Canada
Crane Southern-Deming Division, Crane Canada Limited Pumps	Charlottenburgh Township (Cornwall)	Canada
Crila Plastic Industries Limited Plastic trim	Metropolitan Toronto	Canada
Custom Lumber Cabinets, cupboards and related finished goods	Bruce Mines	Canada
The D.E.T. Co. Ltd. Sawmill equipment; conveyor systems for sawmills and mines	Thunder Bay	Canada
Dafna International Inc. Artificial flowers and other plastic products	Bowmanville	Canada

COMPANY	LOCATION	ORIGIN
Decor Metal Products Seat belts	Port McNicoll	Canada
Diffraeto Limited Dimensional measurement equipment	Windsor	Canada
Digital Graphics Limited Printed circuit masks and drawings and associated documentation	Markham	Canada
Dimensional Productions Limited Three-dimensional viewers and audio-visual displays	Metropolitan Toronto	Canada
Domtech Company Limited Speedometer cable casings; automotive plastic extrusions	Trenton	Canada
Downs Consortium Industries Wood, metal and plastic store fixtures	Whitby	Canada
Dry Kiln Services Limited Dried lumber and dimensional lumber	Pembroke	Canada
Dufferin Windows Limited Wooden window sashes and door frames	Shelburne	Canada
Durastone Limited Interlocking paving stones	Milton	West Germany
E.R.I. Manufacturing Limited P.V.C. plumbing fittings	Harrow	United States
Ebony Industrial Plastics Limited Custom plastic extrusions and fabrication	Mississauga	Canada
Eco-Tec Limited Reciprocating flow ion exchange unit	Metropolitan Toronto	Canada
Ekberg Canada Limited Stainless steel fittings	Brockville	Sweden
Electroluminescence Inc. (International Scanning Devices Inc.) Indoor and outdoor signs	Fort Erie	Canada
Electrolyte Services Ltd. Silver recovery unit for photographic industry	Metropolitan Toronto	Canada
Equi-Med Limited Electronic hospital equipment	Guelph	Canada
Exerco Limited Exercise equipment	Amaranth Township (Laurel)	Canada
FBI Foods Limited Bottled fruit juices	Trenton	Canada
F & M Systems Company, Division of Fischbach & Moore of Canada Ltd. Computer and electronic systems as applicable to energy transmission	Mississauga	United States
Featherlite Leisure Products Incorporated FRP travel trailers and campers	Cobourg	Canada
Flexaust Canada Limited Flexible hose and ducting for dust and fume control and ventilation	Whitby	United States
The Flex-Kleen Division of Research-Cottrell (Canada) Limited Environmental control equipment	Richmond Hill	United States
Floral Metal Products Limited Contract sheet metal products	Ottawa	Canada
Frye Copysystems of Canada Limited One-time carbon paper	Metropolitan Toronto	United States
Gibson Electric of Canada Ltd. Heavy duty contact materials for electrical contacts	Windsor	United States
Gill Manufacturing Ltd. Metal stampings; tools and dies	Kitchener	Canada

new manufacturing establishments

COMPANY	LOCATION	ORIGIN
The Glass House Handmade stained glass items	Kingston	Canada
Grace Construction Materials Limited Zonolite — insulation material	Ajax	Canada
The Great Lakes Paper Company, Limited Finished lumber (two-by-fours)	Thunder Bay	Canada
Guelph Twines Limited Plastic tying twines, plastic and paper cable fillers	Guelph	Canada
H & R Engineering Associates Limited Set-top T.V. cable converter	Metropolitan Toronto	Canada
H. W. Machine & Engineering General machining	Edwardsburgh Township (Prescott)	Canada
Henninger Brewery (Ontario) Limited German beer	Hamilton	Canada
Horizon Plastics Limited Structural foam moulded plastic products and parts	Cobourg	Canada
Hovertec Inc. Sport hovercraft	Concord	Canada
Hy-Hoe Corporation Ltd. Heavy construction equipment	Arnprior	Canada
Hypernetics Limited Digital magnetic devices	Arnprior	Canada
Industrial Hardwood Products Ltd. Laminated hardwood flooring for truck trailers	Mission Island (Thunder Bay)	Canada
International Wallcoverings, Division of International Paints (Canada) Limited Wallpaper	Chinguacousy Township (Bramalea)	Canada
Interoptics Limited High precision optical components	Ottawa	Canada
Irwin Seating Canada Limited Seating for arenas, theatres, classrooms and conference rooms	Metropolitan Toronto	United States
Isofit Canada Limited Gas connectors	Hamilton	Canada
J F L Accessories & Mfg. Inc. Bicycle accessories	Mississauga	Canada
J.W. Fiberglass Sailboats, canoes; privies	Bloomfield	Canada
Jabberwocky Limited Horse and livestock trailers	Vanastra (Clinton)	Canada
Jefco Valves Limited Large steel and alloy valves	Wainfleet Township (Port Colborne)	Canada
Jeffrey-Craig Limited Parsons and panel tables	Metropolitan Toronto	United States
KNR-Durastone Ltd. Interlocking paving stones	Georgetown	West Germany
Key Plastics Limited Polyethylene film and bags	Brockville	Canada
King Grain and Seed Company Limited, Milling Division Corn meal, grit and flour; hominy feed	Chatham	Canada
Komfort Kitchens Limited Custom-built kitchen cabinets and vanities	Metropolitan Toronto	Canada
Lampadion Crafts Limited Colonial pine furniture	Metropolitan Toronto	Canada
Lanson Mats (Canada) Limited Automated mat door openers	London	Canada

COMPANY	LOCATION	ORIGIN
Lap-Tech Ltd. Quartz crystal blanks for communications and electronics	Bowmanville	Canada
Levi Strauss of Canada Inc. Leisure wear	Cornwall	United States
Linear Technology Incorporated Solid-state devices	Hamilton	Canada
Linecraft Circuits Limited Printed circuit boards	Metropolitan Toronto	Canada
L. B. Lyskaer (Canada) Limited Light fixtures	Carleton Place	Canada
Macedonian Import and Export Co. Limited Feta cheese	Mississauga	Canada
Magnatech Limited Vehicle weighing systems	Metropolitan Toronto	Canada
Mark-Fast Corporation Limited Sheet metal, wood and dry wall screws	Ajax	Canada
Mattawa Forest Products, Division of Sklar Furniture Limited Dried Lumber	Mattawa	Canada
McNerney Extrusions Limited Plastic garbage bags	Concord	Canada
Metal Protection Industries Limited Above ground electric automotive hoists	Niagara Falls	Canada
Mid-Canada Home Improvements Limited Windows, doors and awnings in aluminium, vinyl and wood	Thunder Bay	Canada
Mitel Canada Limited Telephone signalling equipment	March Township (Kanata)	Canada
Monsanto Canada Limited ABS plastics	Sarnia	Canada
Murphy Enterprises Limited Custom upholstered furniture	Harrow	Canada
Northern Bristol Fabricating Limited Steel fabrication and general machining	Sudbury	Canada
Northern Custom Steel (Muskoka) Ltd. Custom fabricated steel specialty products	Bracebridge	Canada
Omnitrade Limited, Vista Industrial Division Twist drills/cutting tools	Mississauga	Canada
Orr Valve Co. Ltd. Safety relief valves	Concord	Canada
Owen Tri-Cut Limited Automatic letter opener	Mississauga	Canada
The Pedlar People Limited, Expanded Mesh Division Expanded metal meshes	Mississauga	Canada
Pellon Chemotextiles Ltd. Non-woven textiles	Cornwall	United States
Pine Pottery Limited Earthenware products	Craighleith (Collingwood)	Canada
Planet Colour Industries Limited Ink chips for printing industry	Bolton	Canada
The Pop Factory Carbonated beverages	Metropolitan Toronto	Canada
The Pop People Franchise House Limited Soft drink beverages	Brantford	Canada
Port-A-Stall (Canada) Limited Horse stalls, trailers and van bodies	Albion Township (Bolton)	Canada
M. Pressburger Inc., Fabric and Finishing Division Household textiles	Metropolitan Toronto	Canada

new manufacturing establishments

COMPANY	LOCATION	ORIGIN
Primrose Plastics Limited Custom injection moulding	Mono Township (Shelburne)	Canada
Propak Plastics Limited Plastic forming packaging	Whitby	Canada
Quantic Industries Limited Multiplex processing systems	Ottawa	Canada
Rapp Lumber Products Limited Fruit baskets; pallets	Pembroke	United States
Rastas Skis Limited Cross-country skis	Sault Ste. Marie	Canada
Refractory Metals Processing Limited Ferro-tungsten/vanadium/molybdenum	Coleman Township (Cobalt)	Canada
Regal Ware, Inc. Metal cookware	Orangeville	United States
Renfrew Machine Builders Limited Custom machines and machine parts	Renfrew	Canada
Rexnord Inc., Nordberg Canada Cone and gyradisc crushers	Guelph	United States
Ronugo Industries Limited Vanities, kitchen cabinets and stairs	Metropolitan Toronto	Canada
A. Schulman Canada Ltd. Plastic compounds	St. Thomas	United States
Select Window Corporation Limited Window unit — centre pivot type	Kitchener	West Germany
Sharon Electronics Limited Liquid densimeter (for measuring density of liquids)	Ottawa	Canada
Sherwood Mouldings Limited Shaped wood mouldings	Richmond Hill	Canada
Shong-Way-Shi Corporation Limited Mink paw plates, and fur coats and jackets	Pawitik (Whitefish Bay Indian Reserve)	Canada
Simcoe Block (Muskoka) Limited Concrete and light-weight masonry blocks	Bracebridge	Canada
Sonner Products Limited Steel faced prime entrance doors with foam core	Cambridge	Canada
Speedbelt of North America (Canada) Limited Flexible conveyor belt systems	Gosfield S. Township (Olinda) and Leamington	Canada
Superior Custom Trailers Limited Log trailers and cab shields	Thunder Bay	Canada
Superior Hardwood Veneers Limited Hardwood veneers for golf clubs	Sault Ste. Marie	Canada
Sutherland Custom Machines Limited Custom machines	Concord	Canada
Tempglass Limited Tempered safety glass	Metropolitan Toronto	Canada
Tilbury-Elk Industries Limited Wooden totes and pallets	Windsor	Canada
Tillotson Plastics Industries Limited Vinyl extrusions for construction industry	Dashwood	Canada
Twenty First Century Mens and Boys Fashion Limited Men's and boys' suits and pants	Metropolitan Toronto	Canada
Twineese Corporation Limited Hockey rink board made out of fibreglass	Metropolitan Toronto	Canada
Union Optic Corporation (Canada) Limited (Soft) contact lenses	Metropolitan Toronto	United States
Unit Precast (London) Limited Precast concrete slabs for patios and sidewalks	Westminster Township (Lambeth)	Canada

COMPANY

Universal Form Clamp Co. of Canada Ltd.
Concrete formed panels and accessories

Ventomet Manufacturing Limited
Ventilating systems for barns

Vesco Manufacturing and Supply Limited
— Manufacturing Division
Woodland equipment and attachments —
shears, grapples and booms

Vinaflex Canada Limited
Rubber plastic soles for shoe industry

Waferboard Corporation Limited
Particle board

Watch Hill Textile Inc.
Double knit fabric

Weld-Loc Systems of Canada Limited
Industrial plastic strapping

Welk-Um Steel Products Limited
Metal fireplaces

Westinghouse Canada Limited
Zirconium tubing for reactors

LOCATION

Mississauga

Waterloo

Thunder Bay

Hamilton

Timmins (Ogden Township)

Markham

Cobourg

Eganville

Cobourg

ORIGIN

United States

Canada

Canada

United Kingdom

Canada

Canada

United States

Canada

Canada



joint ventures

Eighteen joint ventures were negotiated in Ontario in 1973. Joint ventures unite Ontario industrialists or financial interests with persons or companies inside or outside the Province to have their products manufactured in Ontario by a jointly owned company.

COMPANY AFFILIATION PRINCIPAL

PRODUCT

Aarex Recreation Limited
Niagara Falls

Bentleys Sporting Goods Limited
Niagara Falls
Karl Fr. Rathgeber K. G.
Speele, West Germany

Sporting goods,
playground
equipment

Appleco Canada Ltd.
Scarborough

Danson Corporation Limited
Scarborough
Application Engineering Corp.
Elk Grove Village, Illinois

Industrial water
chilling
equipment

C.G.R. Mev Co. Limited
Ottawa

Atomic Energy of Canada Limited
Ottawa
Compagnie Generale de Radiologie
Paris, France

High energy
accelerators

COMPANY AND LOCATION	PRINCIPALS	PRODUCT
Del Mar Hardware Manufacturing Company, Toronto	Killian Manufacturing Limited Toronto Del Mar Engineering Company Long Beach, California	Sliding door hardware, rollers, locks
Douglas Filter Corp. Ltd. Trenton	DV Group Limited Markham Servodyne Corporation Santa Rosa, California	Air filters
Interforest Limited Toronto	Abitibi Paper Company Limited Toronto Danzer Group Rentlingen, West Germany	Veneers and hardwood plywood
Jabell Limited Markham	Jabell Limited Markham Swendeman Inc. Division of Universal Valve South Boston, Mass.	Safety and relief valves
Japan Food Corporation Limited, Toronto	Furuya Trading Company Limited Toronto Japan Food Corporation San Francisco, California	Oriental food items
K-Vet Limited Cambridge	K-Vet Limited Cambridge Schi-Wa GmbH Glandorf, West Germany	Veterinary products
Keyfobs Limited Downsview	R. G. Mathieson Downsview Derek Smith Heathfield, Sussex, England	Leather key fobs
Manufacturing Processing of Canada Limited, Toronto	Cromac Chemical Co. Ltd. Toronto R.B.P. Chemical Corporation Milwaukee, Wisconsin	15 Chemical products for graphic arts and printing industries
Motivation Industrial Equipment Ltd., Hamilton	Motivation Industrial Equipment Ltd., Hamilton Harold G. Taylor Company Toledo, Ohio	Containers
NTN Bearing-CAE Ltd. Mississauga	NTN Bearing Corporation of Canada Ltd., Toronto CAE Industries Ltd. Montreal, Quebec	Railway roller journal bearings and industrial ball bearings
Power Pak Safety Products Limited, Orangeville	Monahan Supply Corporation Limited, Toronto Power Pak Products Co. Inc. Spartanbury, South Carolina	Automotive Equipment
Semco Instruments Ltd. Ottawa	Dr. R. F. Webb, Ottawa Karl Zeiss Oberkochen, West Germany	Scanning electron microscopes
T-G Pneutech Limited Hamilton	T-G Mechanical Products Limited Hamilton Pneumaflo Inc. Kenosha, Wisconsin	Driers for industrial and commercial size compressors
Tebbe Polymer Limited Cornwall	Iroquois Chemicals Limited Cornwall Tebbe Polyplast GmbH Osnabruck, West Germany	Linear saturated polyesters and basic polyurethane resin for adhesive manufacture and textile coating
Trillium Ceramic Tile Manufacturing Inc. Toronto	Trillium Ceramic Tile Manufacturing Inc., Toronto Sacmi Impianti S.P.A. Milan, Italy	Ceramic floor tiles

manufacturing arrangements

A total of 123 licensing arrangements were reported by Ontario companies in 1973 in their pursuit of additional products and diversification.

LICENSEE	LICENSOR	PRODUCT
A-1 Steel Works Niagara Falls	Fairline Boats Limited Oundle, England	Fairline Boats
Aircraft Appliances & Equipment Ltd. Bramalea	Strong Electric Corporation Toledo, Ohio	Tubolite and Signolite
The Algoma Steel Corporation, Limited Sault Ste. Marie	Jones & Laughlin Steel Corporation Pittsburgh, Pennsylvania	Gas Shroud
The Algoma Steel Corporation, Limited Sault Ste. Marie	Aquablast Inc. Scarborough, Ontario	Device to clean coke oven door & jams
The Algoma Steel Corporation, Limited Sault Ste. Marie	United States Steel Engineers and Consultants, Inc. Pittsburgh, Pennsylvania	Ammonia removal process
Ampex of Canada Limited Bramalea	Big Tree Records New York, New York	Records
Ampex of Canada Limited Bramalea	All Platinum Records New York, New York	Records
Ampex of Canada Limited Bramalea	Vanguard Recording Society Inc. New York, New York	Tapes and Records
Ampex of Canada Limited Bramalea	Sussex Records New York, New York	Records
Ampex of Canada Limited Bramalea	Hi-Fi Life New York, New York	Records
Ampex of Canada Limited Bramalea	Rodeo Records Toronto, Ontario	Tapes
Anthes Business Forms Limited Brampton	Twinlock Limited Bromley, England	Hanging File Folders
Aptec Engineering Limited Downsview	Nuclear Measurements Corp. Indianapolis, Indiana	Nuclear Measurements Instruments (area monitoring)
Aptec Engineering Limited Toronto	Nuclear Measurements Corp. Indianapolis, Indiana	Area radiation monitors
The Arrco-Saxon Company Malton	Disney Productions New York, New York	Bulletin Boards
B.C. Product Development Inc. Ottawa	Stinnen, Mr. C. Helsinki, Finland	Garbage bag holder
Beauty Industries Limited Hamilton	Dimension Weld Inc. New York, New York	Method of production
Beauty Industries Limited Hamilton	Wheeling Carter Inc. Boston, Massachusetts	Infants underwear
Beauty Industries Limited Hamilton	Walt Disney Inc. Toronto, Ontario	Infants wear and design
Beauty Industries Limited Hamilton	Appollo Company Inc. Grand Rapids, Michigan	Diaper Bags
Bernzomatic Limited Etobicoke	International Magna Corporation Cleveland, Ohio	Infra Red Portable Units — Propane Fuel
Biltmore Industries Ltd. Guelph	Hat Corporation Houston, Texas	Hats (Fur, Felt, and Straw)
Can-Eng Manufacturing Limited Niagara Falls	Sunbeam Equipment Corporation Meadville, Pennsylvania	Comptro Incinerator
Capital Metal Industries Limited Scarborough	Russell, Burdsall & Ward Bolt and Nut Company Port Chester, New York	Self Locking Bolts and Nuts "Tonsilock"
Capital Metal Industries Limited Scarborough	Phillips Screw Company Natick, Massachusetts	Screws "Phillips Pozidriv"

LICENSEE	LICENSOR	PRODUCT
Carriere Technical Industries Limited Scarborough	Nordic International Company Hollywood, Florida	Air Conditioners for cars and trucks
Canadian Construction Controls Limited Waterloo	Burgin Grade Controls Inc. Poplar Bluff, Missouri	Grade and Slope Control System for appliance on asphalt pavers and motor graders
Canadian Meter Company Limited Milton	El Patio Products Corporation Houston, Texas	Gas Grills
Cartier Fluorescents Limited Mississauga	Rawm International Scarborough, Ontario	Speaker Lamp System
Chempac Limited Rexdale	Cyanamid of Canada Limited Toronto, Ontario	Household Products, Aerosols, etc. — Pinesol
Chempac Limited Rexdale	Breck of Canada Limited Ottawa, Ontario	Hair Preparations — Institutional salon products
Chempac Limited Rexdale	Shulton of Canada Limited Scarborough, Ontario	Cosmetics
Cimco Limited Toronto	Atlas Co. Copenhagen, Denmark	Ice Making Machine
Computing Devices of Canada Limited Ottawa	Canadian Patents & Development Limited Ottawa, Ontario	Digital Counting Accelerometer
Cornelius Manufacturing Company Limited Rexdale	The Cornelius Company Minneapolis, Minnesota	Equipment and systems for cooling, heating, brewing, mixing, dispensing and vending of different beverages
Cromac Chemical Co. Limited Toronto	R.B.P. Chemical Corporation Milwaukee, Wisconsin	Cromatap #1 and Cromatap #2
De Vilbiss (Canada) Limited Barrie	Hankison Corporation Canonsburg, Pennsylvania	Refrigerator Air Dryer
Door-Oliver-Long Limited Orillia	Serpentix General Corporation Denver, Colorado	Conveyor system
E.D.A. Electronics Limited Ottawa	Canadian Patents & Development Limited Ottawa, Ontario	Gyroscopic Reading System
Elastomeric Products Limited Gananoque	Detwiler Corp. Long Island, New York	Urethane "Snow Tread"
Electric Control & Engineering Company Limited Downsview	PPD Engineering Limited Norwich, England	Variable speed drives
Electronic Associates of Canada Reel hardness measuring system Limited Downsview	Limited Montreal, Quebec	Consolidated Bathurst Limited
Electronic Associates of Canada Limited Downsview	Kaakko Poyry and Co. Helsinki, Finland	Automatic groundwood mill operator system
Export Tool & Welding Co. Limited Rexdale	Norbell Corporation Hazel Park, Michigan	Automatic Soldering and Brazing Machines
James Fitzpatrick Industries Limited Sault Ste. Marie	Aquablast Incorporated Scarborough, Ontario	High Pressure Water Cleaning Equipment and Service
Flowers Canada Limited Burlington	Canadian Patents & Development Limited Ottawa, Ontario	Composition for Preservation of Cut Blooms
Futorian of Canada Limited Toronto	Mohasco Industries New Amsterdam, New York	Upholstered Furniture
Ramsden Manufacturing Limited London	Falcon Manufacturing Company Inc. Carrollton, Texas	Cast Aluminum Barbecue Housings
Forsythe Lubrication Associates Limited Hamilton	Consolidated Paint and Varnish Corp. Cleveland, Ohio	Complete range of Industrial and Auto Lubricants
Fluid Power Limited Rexdale	Pressure Dynamics Limited Keighley, England	Hydraulic Valves, Pumps, etc.
Guildline Instruments Limited Smiths Falls	Canadian Patents & Developments Limited Ottawa, Ontario	Current Transformer with Internal Solid-State Error Compensator

manufacturing arrangements

LICENSEE

Greening Donald Limited
Hamilton

Harrison Muir Limited
Scarborough

House of Sturgeon (National) Limited
Weston

Hardman Fittings Limited
Willowdale

Hanover Truck Bodies Limited
Hanover

Hart Chemical Limited
Guelph

Halpen Engineering Limited
Toronto

Hawco Products Limited
Brantford

Hardee Farms International Ltd.
Toronto

Hullmater Boats Limited
Picton

Ivin Industries Canada Limited
Fort Erie

Iroquois Chemicals Limited
Cornwall

Iroquois Chemicals Limited
Cornwall

Instronics Limited
Stittsville

Interflex Laboratory Furniture
(Ontario) Ltd.
Markham

J.K. Smith & Sons Diamond
Products Limited
Toronto

Joyce-Cridland of Canada Limited
Toronto

Jarry Electronics Limited
Hawkesbury

Joyce-Cridland of Canada Limited
Toronto

George Kelk Limited
Don Mills

Linear Technology Inc.
Hamilton

Leigh Instruments Limited
Carleton Place

Leigh Instruments Limited
Carleton Place

Litton Systems (Canada) Limited
Rexdale

Leigh Instruments Limited
Ottawa

Mega System Design Limited
Scarborough

LICENSOR

Palletower Sales Limited
Alderley Edge, England

Aquablast Incorporated
Scarborough, Ontario

Premium Finishes Inc.
Cincinnati, Ohio

Lear Jet Stereo Inc.
Denver, Colorado

King Seagrave Limited
Woodstock, Ontario

Canadian Patents & Development
Limited
Ottawa, Ontario

Isopad Inc.
Buffalo, New York

Research Products Co.
Dallas, Texas

Continental Nu Process Inc.
Crookston, Minnesota

McVay Fibreglass Yachts Ltd.
Mahone Bay, Nova Scotia

Autoflug Germany GmbH
Hamburg, Germany

Canadian Patents & Development
Limited
Ottawa, Ontario

Canadian Patents & Development
Limited
Ottawa, Ontario

Canadian Patents & Development
Limited
Ottawa, Ontario

Interflex International
Toronto, Ontario

Canadian Patents & Development
Limited
Ottawa, Ontario

The Joyce-Cridland Company
Dayton, Ohio

Watkins Development Company
Limited
Hamilton, Bermuda

Uniservicio
Madrid, Spain

Canadian Patents & Development
Limited
Ottawa, Ontario

Westinghouse Canada Limited
Hamilton, Ontario

Canadian Patents & Development
Limited
Ottawa, Ontario

Olson Laboratories Inc.
Anaheim, California

AIL Division Cutler-Hamer Inc.
Deer Park, New York

SAAB, Industrial Systems Division
Jonkoping, Sweden

Canadian Patents & Development
Limited
Ottawa, Ontario

PRODUCT

System for applying metal sides to wood
pallets for transporting

High Pressure Water Cleaning
Equipment & Service

Technology for range of heavy
duty paints

Patented Stereo & recording tape
cartridges

Highway Salt & Sand Spreaders

Corrosion Inhibition in Fuel
Fired Equipment

Electric Surface Heaters

Range of Specialty Chemicals

Oxygen Proof Pliofilm Bags for Peeled
and Pre-Prepared Products

"Mic-Mac" and "Bluenose" fibreglass
yachts

Quick Release Box (Parachute)

Malamine & Decandiamide Based
Polymers as Fire Retardants

Fire Retardant for Paper & Wood

Photogrammetric Plotter

Flexible Laboratory Furniture
and Fitments

Portable Rock Drill

Worm Screw Jack

Electronics Therometer

Automotive Service Unit

Liquid Level Height Transducer

Solid State Amplifiers (integrated
circuits) for hearing aids

Radar Cross Correlator

Noise Monitoring Equipment

AN/APS 503 Airborne
Search Radar

380 Gunnery Computers

Microwave absorption moisture gauge

LICENSEE	LICENSOR	PRODUCT
Maytime Gardening Products Inc. Norval	Tudor Accessories Limited London, England	Garden Sprayers
Matys Industries Limited Burlington	Francis Shaw & Co. Limited Manchester, England	Rubber and Plastics Machinery
Midland Industries Limited Midland	U. S. Caster Overland Park, Kansas	Shag Rug Rake
Malcan Industries Limited Toronto	Jocam Machinery Limited Mississauga, Ontario	Automotive Hoist
Mills Steel Products Limited Rexdale	Silver Metal Products Inc. Hayward, California	Line of timber fastenings
M & T Products of Canada Limited Hamilton	Stauffer Chemical Co. Livonia, Michigan	Chemical Cleaners
Milltronics Limited Peterborough	Raytheon Marine Company Manchester, New Hampshire	Ultrasonic Measuring System
Marsland Engineering Limited Waterloo	Mega Data Computer and Communications Corporation Long Island, New York	CRT Terminals
Mudie David J. & Company Toronto	Ontario Ministry of Natural Resources Toronto, Ontario	Tree Planting Machine
Miles Associates Toronto	Airmed Limited Harlow, England	Airlite 71 Headset
M. J. Wood Metal Services Inc. Orillia	Copes Vulcan Inc. Lake City, Pennsylvania	Soot Blowers
McPhar Geophysics Limited Don Mills	Canadian Patents & Development Limited Ottawa, Ontario	Proton Precession Magnetometer
McCarthy & Robinson (1966) Limited Streetsville	Dollinger Corporation Rochester, New York	Fitters & filtration systems
Novatronics of Canada Limited Stratford	Societe Francaise de Moteurs & Induction Asniers, France	Power stepper motor system
Northern Paint & Varnish Co. Owen Sound	Minwaz Inc. Limited, The Clifton, New Jersey	Stain
Nortex Products Company Agincourt, Ont.	Conigas Research Toronto, Ontario	Apartment balcony tray
Nortex Products Company Agincourt	The Harvester Co. Inc. Pratt, Kansas	Folding golf cart
National Refractories Limited Port Robinson	General Refractories Company Philadelphia, Pa.	Process Technology
Neeco Industries Limited Burlington	Spar Aerospace Products Limited Toronto, Ontario	Stem products (spar-lite)
Ontario Transportation Toronto	Krauss-Maffei A.G. Development Corporation Munich, Germany	Intermediate capacity train and technology
Parker Brothers, Division of General Mills Canada, Ltd. Concord	Rodgers, Mrs. Barbara Jean Scarborough, Ontario	Sten Craft — Art by stencil
Parker Brothers, Division of General Mills Canada Ltd. Concord	Chapman, Mr. F. G. Port Credit, Ontario	Game Canadian Pro football
Parker Brothers, Division of General Mills Canada Ltd. Concord	Phil Esposito Management Group Somerville, Massachusetts	Game Action Hockey
PowerLite Devices Limited Toronto	G & W Electric Specialty Company Blue Island, Illinois	High Voltage oil switches
Powerlite Devices Limited Toronto	G & W Electric Specialty Company Blue Island, Illinois	Underground high voltage accessories
Powerlite Devices Limited Toronto	Spaulding Whiteway Limited Cincinnati, Ohio	Outdoor lights

manufacturing arrangements

LICENSEE

Plastics Surface Finishers Limited
Whitby

Plessey Canada Limited
Downsview

Preston Manufacturing Limited
Preston

No. 280556 Ontario Limited
Rekvee Motor Homes Limited
Funcraft Vehicles Limited
Toronto

Rust Craft Limited
Scarborough

Rowika Industries Limited
Midland

Simon-Carves of Canada Ltd.
Agincourt

Super See'r
Fenelon Falls

Tek Plastics Limited
Mississauga

Tul Safety Equipment Limited
Hawkesbury

Timmins Auto Springs Limited
Timmins

Kemp Products Limited
London

Toronto Coppersmithing Company
Scarborough

Unimatic Bulk Curine Systems
London

H. E. Vannatter Limited
Wallaceburg

Weld Loc Systems of Canada Limited
Cobourg

Welmet Industries Limited
Welland

Wildwood Farm Services
International Inc.
Embro

W. R. Elliott Company Limited
Kitchener

Wean United Canada Limited
Galt

LICENSOR

Phillips Petroleum Co.
Bartlesville, Oklahoma

MOM Hungarian Optical Works
Budapest, Hungary

Gould Incorporated
Milwaukee, Wisconsin

Ontario Transportation Development
Corporation
Downsview, Ontario

Roth Greeting Cards
Canoga Park, California

Sola-Ing. Guido Schreyer GmbH
Vienna, Austria

Simon Hartley
London England

Melton Safety Products Limited
Teddington, England

Ce-Elsco Industries
Stockton, California

Res-Q-Raft Inc.
Seattle, Washington

L & L Logging Research Limited
Timmins, Ontario

T.P.T. Limited
Stockport, England

O'Toole et cie
Limited
Chalone Sur Marne, France

Powell Agri Systems
Otterville, Quebec

Anton Seelos
Innsbruck, Austria

Ube-Nitto Kasei Co., Ltd.
Tokyo, Japan

Abex Company
Mahwah, New Jersey

Agroingenior A.B.
Surbrunnsg, Sweden

Motoyama Engineering Works Ltd.
Tokyo, Japan

Concast Inc.
New York, New York

PRODUCT

Electro plating marlex polypropylene
CFM40-01 SHO-25-73

ellurometer

Rotationally moulded polyethylene
indoor-outdoor furniture

"Dial-A-Bus" vehicle

Greeting cards — personalized
stationery

Spirit levels and related instruments

Aerators

Helmets, goggles, companies will
handle and manufacture
each others products

Service station lighting equipment

"Buoy" inflatable life raft

Tree harvester and delimber

Blow moulded 30 oz. container

Special mixing equipment

Tobacco bulk curing systems

Safety ski binding

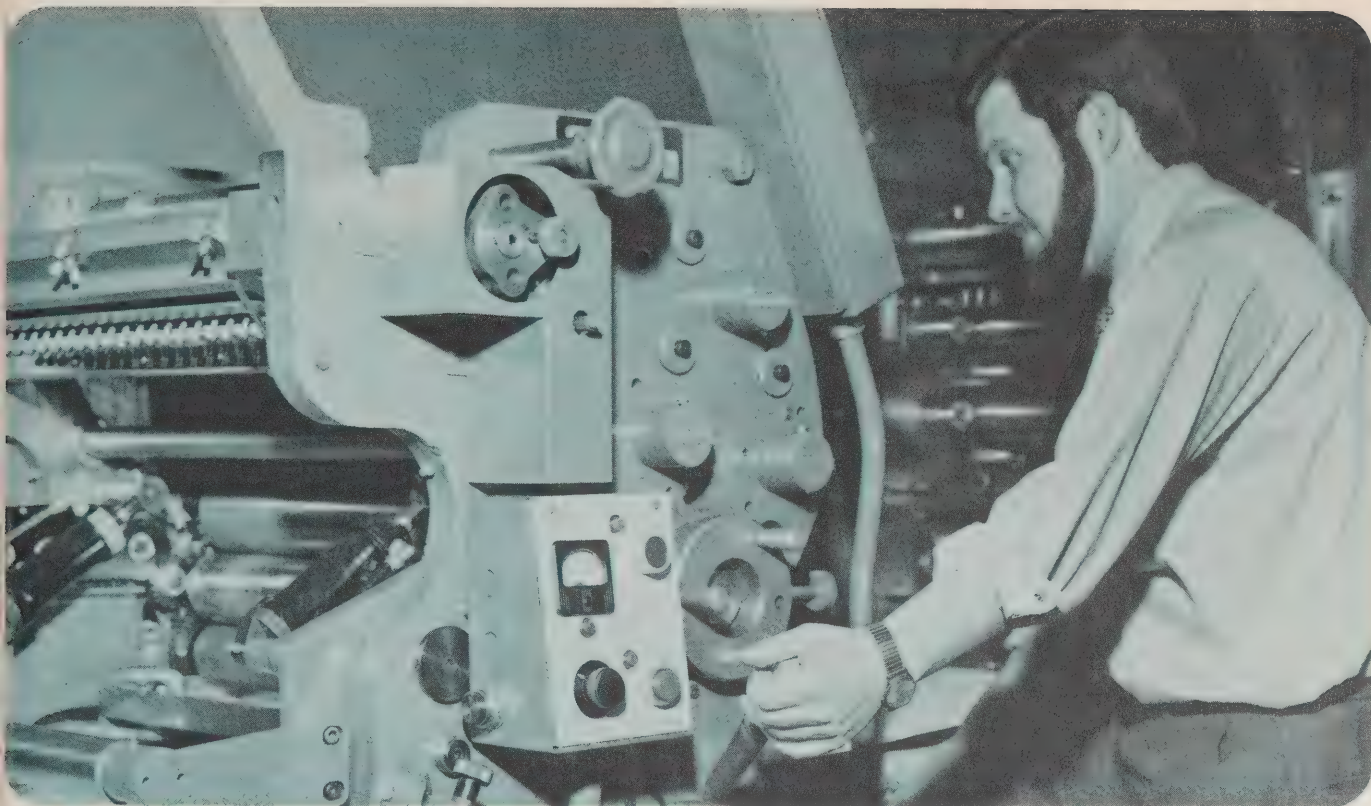
Polypropylene strapping, round wires
trapping and tiles

Blue adapters for freight car bearings

"Mole Hill" system of manure disposal

Industrial valves

Continuous casting machinery



plant expansions

The following 293 companies reported expansions to plants in Ontario at a total cost of \$446,573,440 for an additional 7,258,927 square feet. An additional 5,831 jobs resulted.

Abisco Aerosols Co. Ltd., Brampton
 Abitibi Paper Co. Ltd., Rexdale
 Algoma Steel Corp. Ltd., Sault Ste. Marie
 William J. Anderson Co. Ltd., Whitby
 Anthes Business Forms Ltd., Brampton
 Aircraft Engravers Ltd., London
 Associated Tube Industries Ltd., Markham
 Aylmer — Del Monte, Simcoe

B.C. Polygrinders Ltd., Bramalea
 Barbel Mfg. Co. Ltd., Bolton
 Barratt Spun Concrete Poles Ltd.,
 Niagara Falls
 M.L. Baxter Equipment Ltd., North York
 Bay Mills Ltd., St. Catharines
 Bell City Poultry Ltd., Brantford
 Bendix-Westinghouse Automotive
 Air Brake Co. Ltd., London
 Better Packages of Canada Ltd., Markham
 Binkley's Apples Ltd., Collingwood
 Black & Decker Ltd., Brockville
 Block Drug Co. (Canada) Ltd., East York
 Boyle — Midway (Canada) Ltd., Etobicoke
 M.D. Bray Rivet Co. Ltd., Gananoque
 J. Brockhouse & Co. (Canada) Ltd., Toronto
 Brooklin Concrete Products Ltd., Whitby
 David Brown Gear Industries (Canada) Ltd.,
 Scarborough
 Budd Automotive Co. of Canada Ltd.,
 Kitchener
 Burlington Carpet Mills Canada Ltd.,
 Bramalea
 Burlington Steel Co., Hamilton

Campbell Soup Co. Ltd., Chatham, St. Marys,
 Listowel, etc.
 Canada Cement Lafarge Ltd., Ernestown
 Canada Cup Div. Dart Products National Ltd.,
 Mississauga
 Canada Wire & Cable Ltd., Fergus, Etobicoke

Canadian Belvedere Products Ltd., Kitchener
 Canadian Chromalox Co., Etobicoke
 Canadian Dredge & Dock Co. Ltd., Kingston
 Canadian General Electric Co. Ltd., Barrie
 Canadian Germicide Co. Ltd., Etobicoke
 Canadian Home Products Ltd., Niagara Falls
 Canadian Liquid Air Ltd., Hamilton
 Canadian Mist Distillers Ltd., Collingwood
 Canbar Products Ltd., Waterloo
 Cardinal Industries, Etobicoke
 Carson Lake Lumber Ltd., Petawa Twp.
 Chili-Con Products Ltd., Brantford
 Christie Brown & Co. Ltd., Toronto
 Chromatographic Specialties Ltd., Brockville
 Circle F Industries, Pickering
 Clarke Productions Ltd., Dundas
 Cluett, Peabody & Co. of Canada Ltd.,
 Kitchener
 Collingwood Shipyards Ltd.
 Collingwood
 Concept Furniture International Ltd.,
 Mississauga
 Conklin Shows Ltd., Brantford
 Controls Company Canada Ltd., St. Thomas
 Convento Equipment Mfg. Co. Ltd., Kitchener
 Cosmos Chemlac Ltd., Port Hope
 Curtis Campers Ltd., Cobourg
 Cyanamid of Canada Ltd., Niagara Falls

Dart Industries Canada Ltd., Ayr
 Dearborn Steel Tubing Mfg. Co. (Canada)
 Ltd., Goderich
 Demers Neon Ltd., Ottawa
 Diwalt Industries Ltd., Toronto
 Dominion Electroplating Ltd., Simcoe
 Dominion Foundries & Steel Ltd., Hamilton
 Douglas Aircraft Co. of Canada Ltd., Toronto
 Dow Chemical of Canada Ltd., Sarnia,
 Thunder Bay, North York
 Dow Corning Silicones Inter-America Ltd.,
 Guelph
 Dresser Industrial Products Ltd., Galt
 Dupont of Canada Ltd., Kingston, Maitland, etc.

Durham Chair & Store Fixtures Ltd., Durham
 Eaton Yale Ltd., Hamilton
 Eldorado Nuclear Ltd., Port Hope
 Electric Power Accessories Co. Ltd.,
 Brampton
 Electronic Craftsmen, Waterloo
 Elgin Company, St. Thomas
 Erie Iron Works Co. Ltd., St. Thomas
 Everingham Bros. Ltd., Brampton

Fabricated Steel Products (Windsor) Ltd.,
 Windsor
 J.F. Farm Machinery Ltd., Exeter
 Firestone Tire & Rubber Co. of Canada Ltd.,
 Hamilton
 Fisher Controls of Canada Ltd., Woodstock
 Ford Motor Co. of Canada Ltd., Oakville
 Formosa Spring Brewery, Barrie
 E.S. Fox Ltd., Niagara Falls
 Fram Filtration Products of Canada Ltd.,
 Markham
 Franklin Electric of Canada Ltd., Strathroy
 P.F.W. Frutal Sales Co. Ltd. Mississauga

Gay Lea Foods, Weston
 Gearco (Div. of Dominion Road Machinery
 Co. Ltd.), Goderich
 General Crane Industries Ltd., London
 General Latex & Chemicals Ltd., Brampton
 General Mills Canada Ltd., Etobicoke
 General Signal Appliances Ltd., Thorold
 General Tire & Rubber Co. of Canada Ltd.,
 Barrie
 General Welding & Fabricating,
 St. Catharines
 Gilbey Canada Ltd., Toronto
 Globe Envelopes Products Ltd., Toronto
 Globe Spring & Cushion Co. Ltd.,
 North York
 Goodyear Tire & Rubber Co. of Canada Ltd.,
 Collingwood

Gorman-Rupp of Canada Ltd., St. Thomas
Great West Steel Industries Ltd., Mississauga
The Griffiths Laboratories Ltd., Scarborough
Gulf Oil Canada Ltd., Toronto
Guthrie Containers Co. Ltd., Etobicoke
Guy-Chart Sales Ltd., Pickering

Hanksraft (Canada) Ltd., Ajax
Harding Carpets Ltd., Brantford,
Collingwood
Harper Detroit Diesel Ltd., Etobicoke, Ottawa
Harrowsmith Cheese Factory Ltd.,
Harrowsmith
Hartford Fibres Ltd., Kingston
Harth Industries Ltd., Waterloo
Harvey Hobbell of Canada Ltd., Pickering
Holland Hitch of Canada Ltd., Woodstock
Holmes Insulations Ltd., Sarnia
Holody Electro Plating Ltd., Guelph
Huck Mfg. Co. (Canada) Ltd., Etobicoke
Hussman Store Equipment Ltd., Brantford

I T T Canada Ltd., Whitby
Ideal Venders, Deseronto
Industrial Cast Stone Ltd., Richmond Hill
Industrial Processing, Galt, Cambridge
Ingersoll Machine & Tool Co. Ltd., Ingersoll
John Inglis Co. Ltd., Stoney Creek
Intercraft Industries of Canada Ltd.,
Scarborough
International Nickel Co. of Canada Ltd.,
Sudbury
International Waxes Ltd., Scarborough
Iroquois Chemicals Ltd., Cornwall
Iroquois Enterprises, Iroquois
Irvin Industries Canada Ltd., Fort Erie

Jarvis Clark Co. Ltd., North Bay

Kardam Mfg. Ltd., Sandwich South
Murray Kelly Printing & Litho Ltd., London
Kendal Refining, Div. Witco Chemical
Canada Ltd., Etobicoke
Kevco Industries Ltd., Kitchener
Kindred Industries Ltd., Midland
Kitchens of Sara Lee (Canada) Ltd.,
Bramalea

John Labbatt Ltd., Scarborough,
Winchester, etc.
Label Masters Ltd., Georgetown
Lac Seul Land & Lumber Co. Ltd., Hudson
R. Laidlaw Lumber Co. Ltd., Sault Ste. Marie
Leigh Instruments Ltd., Sandwich South
Lindal Cedar Homes, Renfrew
Litton Business Equipment Ltd., Scarborough
Litton Systems (Canada) Ltd., Etobicoke
London Plastics & Machinery Ltd., London

Magline of Canada Ltd., Renfrew
Magna Electronics, Toronto
Magnusson Furniture Mfg., Waterloo
Mansfield Denman General Co. Ltd., Barrie
Marbon Chemical Div. of Borg Warner,
Cobourg
Marks Lumber Ltd., Brantford
Marlette Homes of Canada Ltd., Stratford
Matsushita Electric of Canada, Rexdale
Matthews Conveyor Co. Ltd., Cobourg
McCutcheon Business Forms Ltd., Brampton
Meaford Steel Products Ltd., Meaford
Metcalfe Foods, Hastings
Milno Markham Mfg. Co. Ltd., Markham
Moldex Ltd., Barrie
Molson's Brewery (Ontario) Ltd., Toronto
Morval Durafoam Ltd., Waterloo
Moto Mower of Canada Ltd., Ingersoll
Motorola Canada Ltd., Willowdale
Moyer Diebel Ltd., Jordan Station
Muskin Canada Ltd., Downsview
F.E. Myers & Bros. Co. Ltd., Kitchener

N.R. Systems Ltd., Ottawa
National Pressed Glass Ltd., Brantford
National Standard Co. of Canada Ltd.,
Guelph
Nestle (Canada) Ltd., Dundas County
Niagara Protective Coatings, Niagara Falls
No Sag Spring Co., London
Northern Casket Co. Ltd., Lindsay
Northern Electric, Belleville
Northern Metro Tire Services, Sudbury
Northern Wood Preservers Ltd.,
Thunder Bay
Norwest Precision Ltd., Weston
Noxema Chemical of Canada Ltd.,
Etobicoke

Oliver-MacLeod Ltd., Gravenhurst
Omex Ltd., Kitchener
Ontario Paper Co., Thorold
Ontario Trappers Association, North Bay

Pano Cap (Canada) Ltd., Kitchener
Parke, Davis & Co. Ltd., Brockville
Parr Industries Ltd., North York
Patchoque Plymouth Hawkesbury Mills
(Div. of Amoco Canada Petroleum Co. Ltd.),
Hawkesbury
Pavemaster of Canada Ltd., Stouffville
Pepsi Cola Canada Ltd., York
Perfection Automotive Products, Windsor
Phillips Cable, Scarborough, Brockville
Pillsbury Canada Ltd., Midland
Plant Products Co. Ltd., Bramalea
Plough (Canada) Ltd., Mississauga
Plydesigns Div. of Curvply Wood Products
Ltd., Clark Township
Powell Equipment Ltd., Thunder Bay
Premier Concrete Products Ltd., Ottawa

Quaker Industries (Canada) Ltd., Weston
Quality Aluminum Casting Co. Ltd.,
Brampton
Quick Cable Canada Ltd., Etobicoke
Quigley Containers Ltd., Waterloo

R.C.A., Midland
R.L.K. Industries, Weston
Rahn Metals & Plastics Ltd., North Bay
Ranger Metal Products Ltd., Guelph
Ravens Trailers, Orangeville
Raymond Industrial Equipment Ltd.,
Brantford
Raymond Snack Foods Ltd., Kitchener
Redirack Industries Ltd., North York
Redtop Equipment Co. Ltd., Orillia
Reichold Chemicals, North York
Reinhart Vinegars, Stayner
John Rennie, Guelph
Rexwood Products Ltd., Haileybury
Robin Hood Multifoods Ltd., Dundas,
Dunnville
E.S. & A. Robinson (Canada) Ltd., East York
J.W. Robinson Ltd., Shelburne
Rods & Wire Specialties Ltd., Tilbury
Rodgers Plating Ltd., Perth
Roman Cheese Products, Niagara Falls
Rotomatic Display Products Ltd.,
Mississauga
Rubbermaid (Canada) Ltd., Mississauga
Roylco Ltd., Waterloo

Sanderson Harold Co., Paris
Sarco (Canada) Ltd., Scarborough
Scepter Manufacturing Co. Ltd.,
Scarborough
Shick (Canada) Ltd., Scarborough
Screen Print Display Advertising Ltd.,
Brantford
Seaforth Creamery Ltd., Seaforth
I.P. Sharp, Hanover
Shepherd's Boats Ltd., Smithville
Shuttleworth Moulded Products Ltd.,
Township Westminster
Sihi Pumps, Guelph

Simmons Ltd., Bramalea
Knud Simonsen Industries Ltd., Etobicoke
Paul H. Simpkin Cabinet Co. Ltd.,
Campbellford
Simplicity and Speed Queen Div. of
McGraw-Edison, Cambridge
Sklar Manufacturing Ltd., Toronto
W.L. Smith & Associates Ltd., Ajax
Smithers of Canada, Ajax
Snap-On Tools of Canada Ltd., Vaughan
Sovereign Seat Covers Mfg., Cornwall
Specialty Paper Products Ltd., Durham
Spoolon Manufacturing Ltd., Cobourg
Sprague Meter Div. of Tectron Canada Ltd.,
Hamilton
Spruce Falls Power & Paper Co. Ltd.,
Kapusking
St. Lawrence Cement, Mississauga
Standard Brands, Mississauga
Standard Engines, St. Catharines
Standard Industries Ltd., Toronto, Hamilton,
Markham, Arnprior, Guelph, London,
Georgetown
Standard Tube Canada Ltd., Woodstock
Sterilab Corporation Ltd., North York
Sterling Varnish, St. Catharines
Stokely Van Camp Ltd., Whitby
Stormont Co., Stormont
Stornall Plumbing and Heating, Walkerton
Strite Industries Ltd., Hespeler
Sun-Kamper Trailers Ltd., Paris
Sun Tool & Stamping (1960) Ltd., Windsor
Swenco Ltd., Waterloo
Swing Stage Ltd., Scarborough

Tampa-Hall, Waterloo
Teledyne-Laars Ltd., Oakville
Temprite Industries Ltd., Orangeville
Thames Valley Beverages Ltd., London
Thunder Bay Amethyst Mining Co. Ltd.,
Thunder Bay
Tilmac Industries Ltd., Tillsonburg
Timmins Trailers Ltd., Timmins
Tip Top Products Co. Ltd., Vaughan
Township
Tonka Corporation (Canada) Ltd.,
Mississauga
Tool & Cutter Supply, London
Toronto Vault & Concrete Products,
Mississauga

Union Carbide Ltd., Orangeville
United-Carr, Div. of TRW Canada Ltd.,
Brantford
United Cooler (Niagara) Ltd., Niagara
Unitized Mfg. Co. Ltd., Thunder Bay

Valeriot Electronics, Puslinch
Roger Van Damme, Delhi
Van Dresser Ltd., Waterloo
Versatec, Scarborough

Warwick Marketing Products, Kitchener
Wayne Sweeper Mfg. (Canada) Ltd.,
Bramalea
Webster Manufacturing Ltd., Middlesex
Township
Welded Tube of Canada Ltd.,
Vaughan Township
Wella Corp. of Canada Ltd., Etobicoke
Westroc Industries, Meaford
Whitman Golden Ltd., Galt
Windsor Pallet Manufacturers Ltd., Windsor
Glen S. Woolley & Co. Ltd., Ajax
Robert Woolley Shoe Co. Ltd.,
Cambridge
Gordon Wright Electric Ltd., Niagara Falls
Waterloo Spinning Mills, Waterloo
Waterloo Spring Co. Ltd., Waterloo

XYZ Paint Co., Galt

Yardley of London (Canada) Ltd., East York

product prospecting missions 1973

P.P.M. #15 **ROME, MILAN, VERONA, ITALY** March, 1973

E. D. A. Electronics Limited
Ottawa
Collins Radio Co. of Canada Limited
Toronto, Ontario
Canadian General Electric Co. Ltd.
Toronto, Ontario
Livingston Kenhar Limited
Islington
Eastern Farm Machinery Ltd.
Guelph
United Cooperatives of Ontario
Weston
Tobac Curing Systems Limited
Simcoe
Balthes Farm Equipment Manufacturing
Ltd., Tillsonburg

P.P.M. #16 **MILAN, ITALY — HANOVER, GERMANY** April 9th — May 3rd, 1973

Assinck Bros. Limited
Markham, Ontario
Gothic Store Fixtures Limited
Toronto, Ontario
Mobile Material Handling Equipment
Mississauga, Ontario
Artes Precast Limited
Concord, Ontario
St. Lawrence Steel & Wire Company
Limited, Gananoque, Ontario
Tilco Plastics Limited
Peterborough, Ontario
The Waterloo Manufacturing Company
Ltd., Waterloo, Ontario
Polygon Industries Limited
Toronto, Ontario

P.P.M. #17 **LONDON, UNITED KINGDOM** June, 1973

I.B.L. Industries Limited
Burlington, Ontario
Uniroyal Limited
Guelph, Ontario
The Peri Pump Company Limited
Trenton, Ontario
Bingley Steel Works Limited
Cornwall, Ontario
Greey Mixing Equipment Limited
Toronto, Ontario
Belgium Standard Industries (Ontario)
Ltd., Waterloo, Ontario
Ex-Cell-O Corporation of Canada
Limited, London, Ontario

P.P.M. #18 **VIENNA, AUSTRIA ZAGREB, YUGOSLAVIA** September, 1973

B.L.H. Canada Ltd.
Dundas, Ontario
Canada Machinery Corporation Ltd.
Galt, Ontario
Galtex Co. Ltd.
Galt, Ontario
Glenn S. Woolley & Co. Ltd.
Ajax, Ontario
Pavemaster of Canada Ltd.
Markham, Ontario
Rowika Industries Ltd.
Midland, Ontario
Shill Brand Incorporated
Ottawa, Ontario
Vandenbelt Metal Works Limited
Ottawa, Ontario
Dufferin Steel Co. Ltd.
Rexdale, Ontario

P.P.M. #19 **SWEDEN, NORWAY AND FINLAND** October, 1973

B.C. Product Development Inc.
Ottawa, Ontario

The Borden Chemical Co. (Canada)
Limited, West Hill, Ontario
Clear View Packaging Products Ltd.
Scarborough, Ontario
London Greene Associates
Toronto, Ontario
Morval-Durofoam Limited
Kitchener, Ontario
Nor Baker Ltd.
Toronto, Ontario
Webster Air Equipment Limited
London, Ontario
Canadian Curtiss-Wright Limited
Mississauga, Ontario
Drummond Equipment Incorporated
Toronto, Ontario
Leader Masonry & Forming Limited
Weston, Ontario
David J. Mudie & Company
Toronto, Ontario
Twin Masonry Limited
Toronto, Ontario
The Peerless Machine & Tool Co.
Limited, Guelph, Ontario

P.P.M. #20 **CHICAGO, ILLINOIS** November, 1973

Mills Steel Products Ltd.
Rexdale, Ontario
D.H.T. Limited
Brampton, Ontario
Mar-Vel Concrete & Tile Products Ltd.
Mississauga, Ontario
Pan-Brick Limited
Toronto, Ontario
Robertson Irwin Ltd.
Hamilton, Ontario
Repla Limited
Oakville, Ontario
Canadian Metal Rolling Mills Ltd.
Mississauga, Ontario

industrial development technology missions 1973



SWITZERLAND — MARCH 1973

Med-Equip Limited/Scarborough
Graphic Controls Limited/Gananoque
Johns Scientific Co./Toronto
Unitron Industries Ltd./Kitchener
Haelan Industries Ltd./Don Mills
Epitek Electronics Ltd./Ottawa

ITALY GERMANY'S UNITED KINGDOM — MARCH

Canron Limited (Eastern Structural Division)/Rexdale
Penn Machine & Manufacturing Limited/Scarborough
Tooling Enterprises Ltd./Scarborough
Lavern Assmussen Ltd./Kitchener
Haessler & De Way Ltd./Brampton
Quinte Machine & Repair Co. Ltd./Trenton
Truck Engineering Ltd./Woodstock

FRANKFURT GERMANY — JUNE

Canada Packers Limited/Toronto
Chemical Valley Fabricating Co. Ltd./Sarnia

Coulter Copper & Brass Ltd./Toronto
Davis Controls Ltd./Islington
Dominion Welding Engineering Co. Ltd./Maple
INAX Instruments Ltd./Ottawa
Iroquois Chemicals Ltd./Cornwall
K-Vet Limited/Hespeler
Precisioneering Ltd./Scarborough
Quatic Chemicals Ltd./Guelph
Arpeco Engineering Ltd./Mississauga

UNITED KINGDOM GERMANY — SEPTEMBER

Toronto Gear Works Ltd./Scarborough
Advanced Extrusions Ltd./Penetanguishene
Smith & Stone Ltd./Georgetown
O. P. Tool & Die Co. Ltd./Rexdale
Reil Industrial Enterprises Ltd./Weston
The Brown Boggs Foundry & Machine Co. Ltd./Hamilton

product development seminars

ST. CATHARINES, JANUARY 23, 1973

Lundy Steel Products Ltd./Dunnville
 Canadian Gasket Co. Ltd./Fort Erie
 J.C.B. Plastics Ltd./Fort Erie
 The Grimsby Independent/Grimsby
 Moyer Diebel Ltd./Jordan Station
 Rannie Publications Ltd./Beamsville
 Dravo Manufacturing Ltd./Beamsville
 Niagara Mist Cosmetics Ltd./Beamsville
 Niagara Protective Coatings/Beamsville
 Norton Company/Beamsville
 Liteunit Ltd./Niagara-on-the-Lake
 Blenkhorn & Sawle Ltd./St. Catharines
 Canada Hair Cloth Co. Ltd./St. Catharines
 Dart Foundries Ltd./St. Catharines
 ETF Tools Ltd./St. Catharines
 Niagara Falls Caterers/St. Catharines
 General Refractories Co. Can. Ltd./Smithville
 Riganelli's Bakery Ltd./Thorold
 Port Colborne Block Ltd./Port Colborne

WINDSOR, FEBRUARY 27, 1973

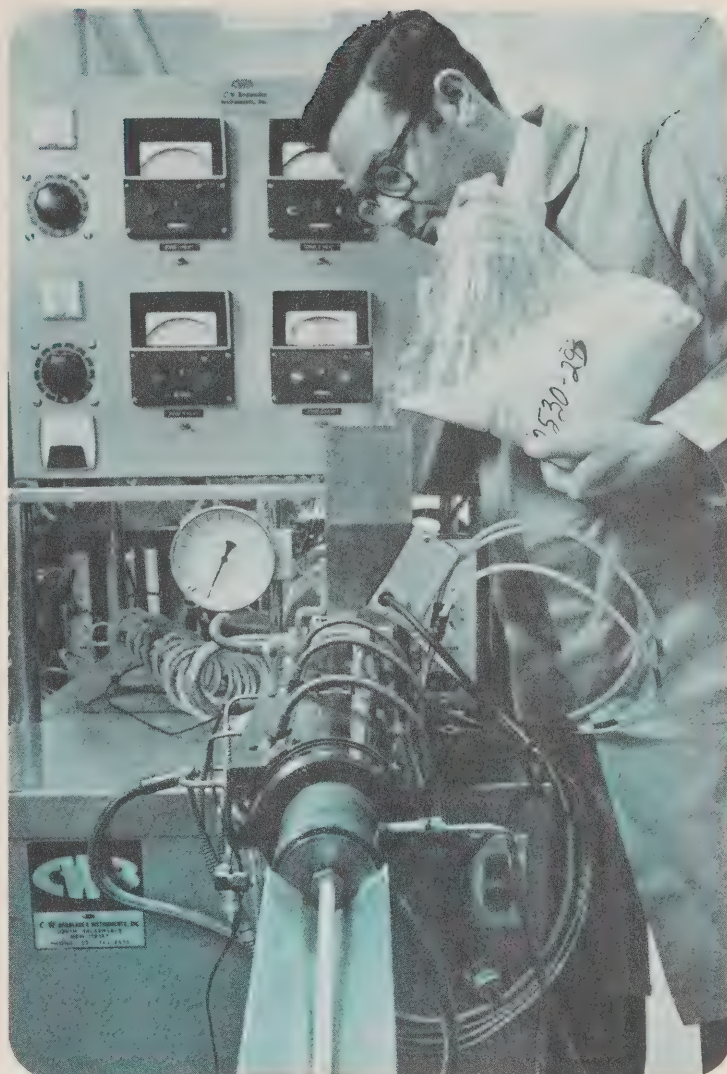
Ganrick Corp. Ltd./Windsor
 Hallmark Tools Ltd./Windsor
 Kardam Mfg. Ltd./Windsor
 Sapoline Co. Ltd./Windsor
 Windsor Lumber Co. Ltd./Windsor

AURORA, MARCH 27, 1973

North Toronto Venetian Blind Co./Aurora
 Woodoor Limited/Aurora
 Spun Metals Limited/Concord
 Orion Jewellery Manufacturing Co./Jackson's Point
 Decorline Ltd./Newmarket
 Dunmark Manufacturing Co. Ltd./Newmarket
 Gross Plastics Ltd./Newmarket
 King Wood Products/King City
 Lapp Bros. Co. Ltd./Markham
 4F Foods Limited/Richmond Hill
 Foam & Plastic Industries Ltd./Richmond Hill
 Toronsteel Division Mezzanine Steel Ltd./Richmond Hill
 Detronics Limited/Stouffville

BARRIE, APRIL 10, 1973

Barrie Press Ltd./Barrie
 Canadian Tyler Refrigeration Ltd./Barrie
 John Cockburn Ltd./Barrie
 Devilbiss (Canada) Ltd./Barrie
 Eastview Secondary School/Barrie
 Prodomax Production Systems/Barrie
 Canadian Shipbuilding & Engineering Ltd./Collingwood
 Kaufman Furniture Ltd./Collingwood
 Muskoka Machine & Tool/Huntsville
 Day Specialties Co. Ltd./Midland
 The Arthur S. Leitch Co. Ltd./Midland
 Pillsbury Canada Ltd./Midland
 Rowika Industries Ltd./Midland
 Ed Walker's Electric Ltd./Midland
 C.S. Castings Ltd./Orillia
 Hunter Enterprise (Orillia) Ltd./Orillia
 Huronia Buildings Products Ltd./Orillia
 Ingenious Devices Ltd./Orillia



SAULT STE. MARIE, MAY 8, 1973

Crema Cabinets Co. Ltd./Sault Ste. Marie
 Northland Trailers (Soo) Ltd./Sault Ste. Marie
 Rector's Machine Shop/Sault Ste. Marie
 Rico's Restaurant Ltd./Sault Ste. Marie
 Birchland Veneer Ltd. &
 Midway Lumber Mills Ltd./Thessalon

THUNDER BAY, MAY 28, 1973

Confederation College of Applied Arts and Technology/Thunder Bay
 Colourama Plastics & Textile/Thunder Bay
 Dena Dahl/Thunder Bay
 Errol Design & Manufacturing/Thunder Bay
 FMC of Canada Ltd./Thunder Bay
 Great Lakes Paper Co. Ltd./Thunder Bay
 Great West Timber Ltd./Thunder Bay

product development seminars

Hlady Home Improvements/Thunder Bay
Industrial Grain Products Ltd./Thunder Bay
Lakehead University/Thunder Bay
Mid Canada Welding & Structural Steel Inc./Thunder Bay
Ministry of Natural Resources/Thunder Bay
Newport Metal Industries Co. Ltd./Thunder Bay
Northern Wood Preservers Ltd./Thunder Bay
Plastic Service Co./Thunder Bay

KITCHENER, JUNE 12, 1973

Crane Canada Ltd./Brantford
Hamilton Porcelains Ltd./Brantford
The Robbins & Myers Co. of Canada Ltd./Brantford
Trackless Vehicles Ltd./Courtland
B & L Metal Products (Elmira) Ltd./Elmira
Tube-Block Products Ltd./Guelph
Knechtel Furniture Ltd./Hanover
Heron Cable Industries Ltd./Kitchener
Kevco Industries Ltd./Kitchener
Parkway Manufacturing Ltd./Kitchener
S.G. Smallwood Ltd./Kitchener
Eastern Steel Products Ltd. Industrial Division/Preston
R.E. Lee Paint Co. Ltd./St. George
Canada Barrels & Kegs Ltd./Waterloo
Canada Cabinets & Furniture Ltd./Waterloo
Redarr Ltd./Wellesley

ARNPRIOR, SEPTEMBER 18, 1973

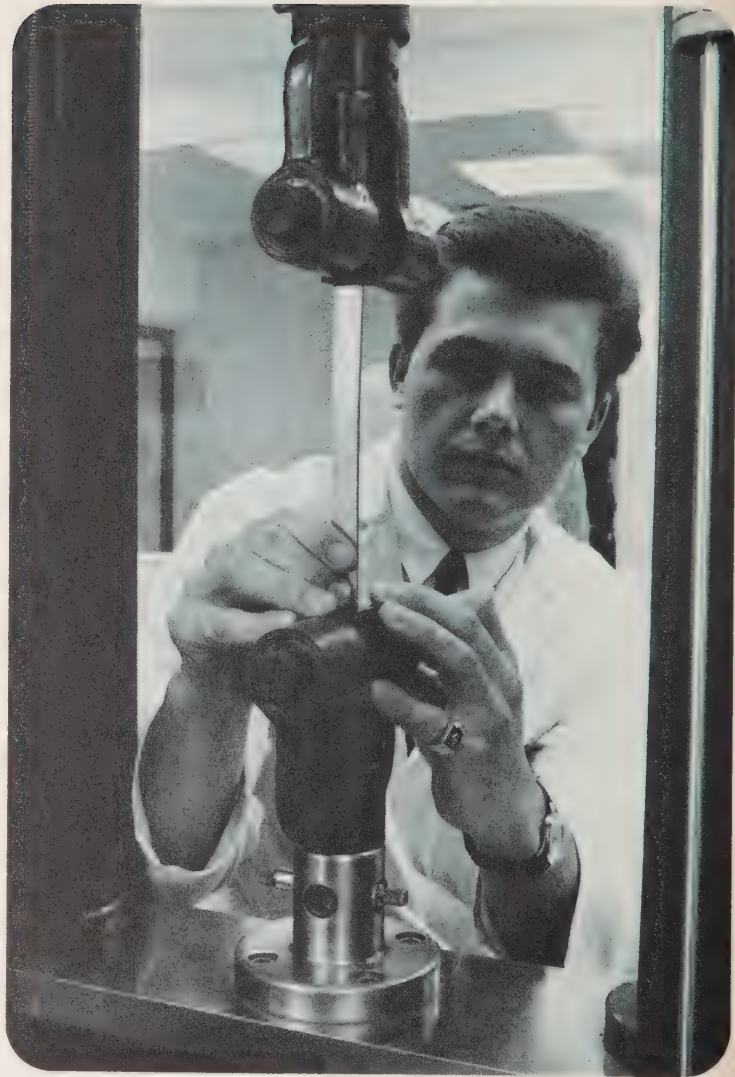
A. F. Campbell & Son Ltd./Arnprior
Hypernetics Ltd./Arnprior
Valley-Craft Ltd./Carleton Place
Pinedale Products/Chalk River
B. C. Product/Ottawa
Canadian Kitkraft Enterprises Ltd./Ottawa
Clandor Mfg. Ltd./Ottawa
W. R. Holme/Ottawa
Kew Inventions/Ottawa
A. Stewart Plastics of Ottawa Ltd./Ottawa
R. L. Crain Ltd./Ottawa
Robert Tape Ltd./Ottawa

BRACEBRIDGE, NOVEMBER 6, 1973

Treadwell Woodworking Ltd./Baysville
Currell's Books Ltd./Bracebridge
Rockwell International Ltd./Bracebridge
Gravenhurst Plastics Ltd./Gravenhurst
Bart Lydan Paint & Wallpaper/Gravenhurst
Marlyn Superior Products Ltd./Gravenhurst
Oliver-MacLeod Ltd./Gravenhurst
Rubberset Company (Canada) Ltd./Gravenhurst
Alliteran of Canada Ltd./Huntsville
Kimberley-Clark Canada Ltd./Huntsville
Weldwood Canada Ltd./Huntsville
Marathon Electric Research of Canada Ltd./Oakville
Pioneer Handcraft Ltd. Severn Bridge/Severn Bridge

CHATHAM, NOVEMBER 22, 1973

H. L. Turner (Ontario) Ltd./Blenheim
Canadian Fram Ltd./Chatham
B & M Mfg. Co. (Chatham) Ltd./Chatham
Apocalypse Developments/Chatham
Cherry Taylor Flour Mills Ltd./Chatham
Sass Manufacturing Ltd./Chatham
Speedbelt (Canada) Ltd./Leamington
The Wilson Brown Company/Ridgetown
Northridge Plastics Ltd./Essex
H. E. Vannetter Limited/Wallaceburg









Ministry of Industry and Tourism

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Toronto, Ontario M7A 1S6

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Peter A. York, P.Eng.
Assistant Deputy Minister

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SMALL BUSINESS-OPERATIONS
DIVISION
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NORTHERN ONTARIO
DEVELOPMENT CORPORATION
John Andrews, Chairman

EASTERN ONTARIO
DEVELOPMENT CORPORATION
Gerald L. Ducharme, Chairman

ONTARIO PLACE CORPORATION
I. McLennan, Director General

ONTARIO RESEARCH FOUNDATION
Wm. Stadelman, President





Ontario

LAZON
IT
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MINISTRY OF INDUSTRY AND TOURISM

COVER

TOP:

Control and display panel indicates the high state of technology available in Ontario's industry.

CENTRE:

Native-born Ontarians: These Siberian tiger cubs were born at the new Metropolitan Toronto Zoo, the 710-acre site in northeast Metro where animals live in environments closely resembling their natural habitats. The Metro Zoo is a year-round tourism attraction.

BOTTOM:

The Dutch ship Fairlift loads a 70-ton locomotive manufactured in Ontario for export to Yugoslavia, at Toronto harbor. The Port of Toronto's chief exports are manufactured goods, scrap metal, grain products, copper, agricultural implements, lumber, glass, autos and parts, food stuffs.



MINISTRY OF INDUSTRY AND TOURISM

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Published July 1975

ACHIEVING OUR GOALS IN THE SEVENTIES



With a year having elapsed since the reorganization of the Ministry of Industry and Tourism, I am pleased to present this mile-post report of our Ministry's activities during 1974 in the ensuing pages of the *Ontario Industry, Trade and Tourism Review*.

Our Ministry recognizes and appreciates the great contribution made by industry and trade to the progress of this Province. At the same time, we want you to be fully aware of this Ministry's services. We are totally committed to answer your needs and work together where you feel we can contribute. That, essentially, is the purpose and aim of the Ministry of Industry and Tourism.

Industry and trade are partners in the same economic function: the making and marketing of products and services in Ontario, by the people of Ontario, for consumption at home and around the world. Tourism is a logical part of that same process. It is a two-billion-dollar industry in itself; it is the third largest source of Ontario's export earnings and gives direct or indirect employment to 150,000 people.

Furthermore, we are constantly making our Ministry's services more readily available throughout Ontario's local regions. Our "headquarters" functions are divided into four groupings: Industry Services, Trade Services, Tourism Services and Financial Services – but, like all good business people, we believe in bringing the product to the customer, moving away from a highly centralized structure at Queen's Park.

To accomplish this, we maintain 21 local Ministry Field Offices in six provincial areas, as well as 15 International Offices in the United States, Latin America, Europe and the Far East. These offices give business people a point of contact with the Ministry in your own communities, opening the door to a more decentralized and personal decision-making process.

Despite the economic conditions of the times, I am optimistic about the strength of the human spirit, especially in Canada – and most especially in Ontario. My optimism is tempered by the realization that we do have problems, some of them major. However, it is becoming crystal clear to me that our future economic stability in this Province will depend to a large degree upon seeking out new initiatives in foreign trade, thus expanding our industry at home.

My Ministry has recently developed a number of ancillary programs to complement the work carried out on the trade missions. These include exhibitions

at trade fairs, incoming buyers missions where foreign buyers come to Ontario in search of imports, and trade research, which is simply the gathering of economic intelligence to help Ontario manufacturers pinpoint their most effective marketing areas.

The commercial health of this Province over the next few years will depend to a great extent upon our ability to achieve two broad goals: the attraction and expansion of secondary and tertiary industry so that we will be able to produce more specialized and fully manufactured goods; and the creation by ourselves of greater access to markets outside the country.

Likewise, with regard to tourism, revenue is the big target in our strategic approaches, which are to: encourage more visitor expenditure; better distribute tourism revenue among the regions of the province and particularly in the north; and better distribute tourism revenue among the seasons of the year.

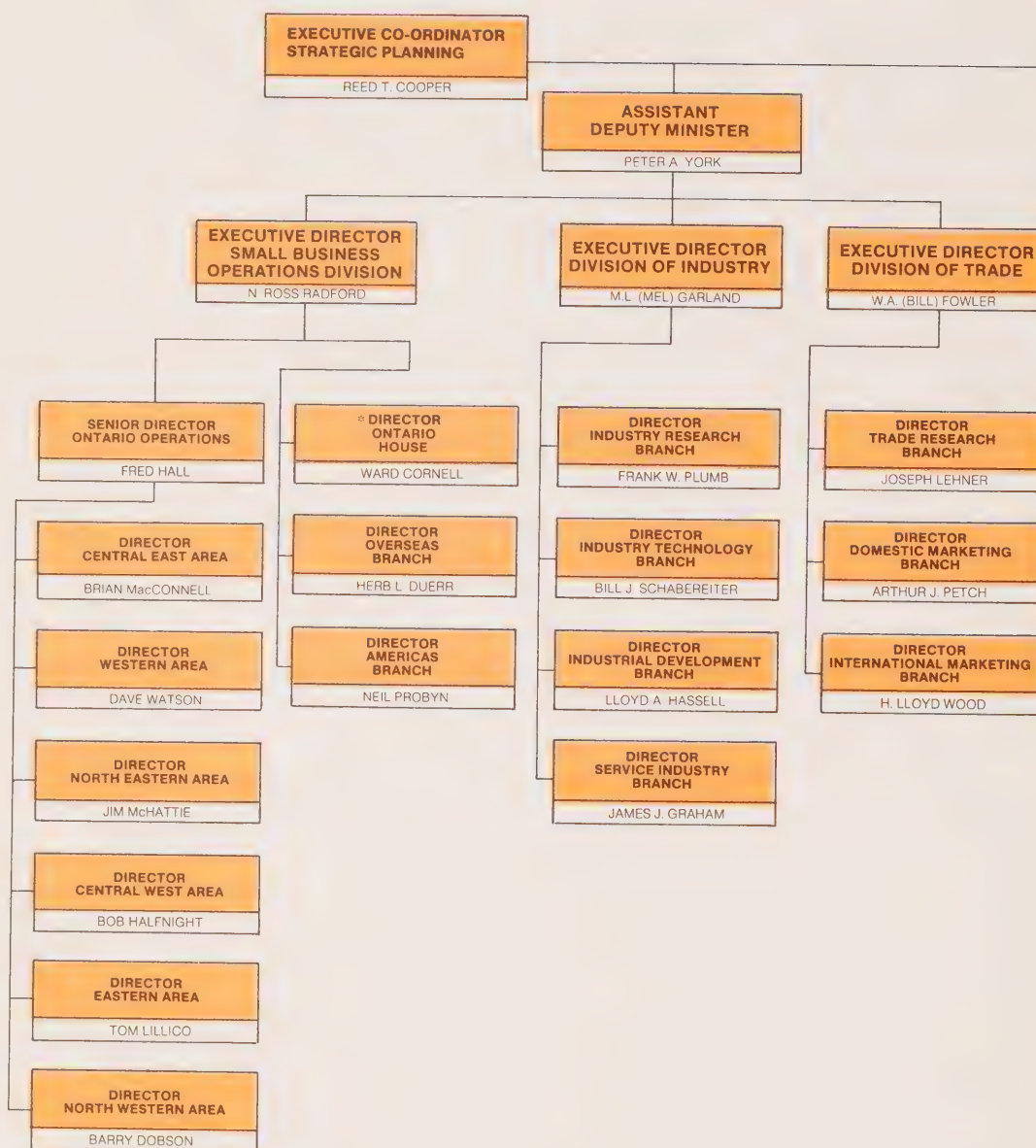
Whether you want help or information or whether you want to make constructive suggestions, we welcome hearing from you. The more we talk to each other, the better our Ministry will be able to respond with the kind of flexible, innovative programs that will make us winners on world markets.

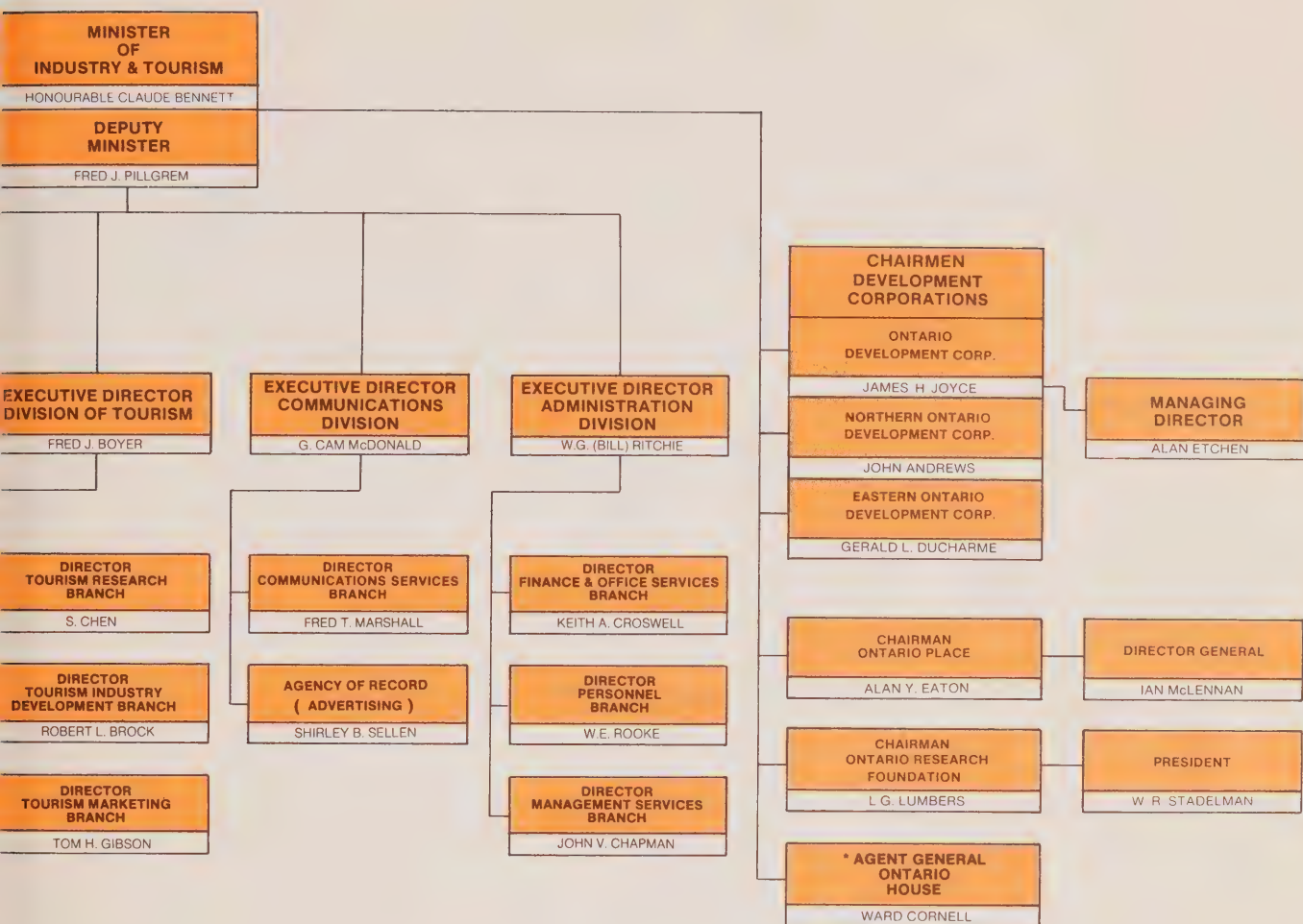
There is justification, I am convinced, for this brand of optimism.

A handwritten signature in dark ink, reading "Claude J. Bennett". The signature is fluid and cursive, with the first name "Claude" and last name "Bennett" clearly legible.

The Honourable Claude Bennett,
Minister.

MINISTRY ORGANIZATION CHART





THE MINISTRY OF INDUSTRY AND TOURISM

The Ministry of Industry and Tourism, restructured to guidelines established by the Committee on Government Productivity, is emerging as a clearly defined organization. Of highest priority is its service to the public and incoming clients engendered through a substantial field organization.

Its goals:
Stimulate employment and income through a well coordinated development of Industry, Trade and Tourism consistent with an optimum balance between economic growth and the Ontario quality of life.

Contribute to and heighten the industrial and commercial strategy of the Province.

Its specific objectives:

Build a strong, competitive manufacturing base; increase exports and tourism revenue; develop the service industries; enhance with leadership Ontario small business; develop and exploit innovation, science, technology and good design; capitalize on the beneficial aspects of foreign investment in Ontario in accordance with government policy; increase exports; develop Ontario-owned international companies.

Six major divisions – Industry, Trade, Tourism, Administration, Small Business-Operations and Communications divisions each with expanded work functions and responsibilities have been established to meet these far-reaching objectives.

Three development corporations; Ontario Development Corporation, Northern Ontario Development Corporation and Eastern Ontario Development Corporation provide financial and advisory services to business in order to stimulate industrial growth, economic development and employment opportunities.

ECONOMY 74-75

Since the first quarter of 1974, the Canadian and Ontario economies experienced a marked slackening in the growth of aggregate spending and output. The value of Ontario's GPP reached \$57 billion in 1974 in current dollars. The implicit price index rose 13.1% in 1974 compared with 7.6% in 1973 – highest increase in a single year since the Second World War.



The labor market was generally strong. Employment rose faster than average; 153,000 jobs were created. On the negative side, the unemployment rate remained about the same as in 1973.

By the closing months of 1974, output contracted in absolute terms. In response to this downturn in production, employment growth also began to decline and the number of people reported without jobs and seeking work turned sharply upward by year-end.

During the year demand weakened in foreign markets for many of Ontario's exports and in major sectors of domestic expenditure, such as outlays for new housing, automobiles and consumer durables. By contrast, demand for imported goods and services remained relatively strong.

In 1974, Ontario imports of End Products Inedible (based on Port of Entry) increased from 9.6 billion in 1973 to 11.3 billion in 1974, an increase of 1.7 billion or 17.7%.

INTERNATIONAL OUTLOOK

The international environment in 1974 was characterized by two major aspects (a) accelerating inflation on a world-wide scale and (b) the continued high level of world oil prices.

Response to these two problems was the adoption of monetary and fiscal measures by countries around the world to deflate domestic demand in an effort to reduce price rises and contain their balance of payment deficits. End result was a sharp curtailment of world economic growth and reduced demand for Ontario exports.

The sharp decline in economic growth in the U.S. and the E.E.C. was of special concern to Ontario. Almost 80% of Ontario exports go to the U.S., while the E.E.C. represents a market for almost 10% of the total.

In 1974, Ontario's exports totalled \$12.4 billion, an increase of 13% in dollar terms over the 1973 value. The share of Ontario exports in the Canadian total declined from 43% in 1973 to 38% in 1974. Much of this was the result of the relative decline in Ontario's exports of crude materials and end products vis-a-vis shipments from the other Provinces.

The only Ontario commodity sector to show a real growth in 1974 was fabricated materials. The all important end products sector which contains the bulk of Ontario's manufactured exports declined by about 6.1% in real terms. This was largely the result of the poor export performance of automotive products to the U.S. as a result of the exceptional weakness in automobile sales there. Decline in the volume of shipments of live animals; food, beverages and tobacco; and crude materials was about 33% in each case.

Ontario's economic prosperity depends largely on exports. In 1974, 23% of the GPP was exported. A limited domestic market, and need for large-scale production and specialization to increase efficiency of the manufacturing sector make access to foreign markets important.

INCREASE IN EXPORTS

In the ten-year period, 1965 to 1974, Ontario exports increased in value by 353%. Over this decade there has been a significant shift in the composition of our exports. Thus primary commodities have declined in importance (from 29% of the total in 1965 to 14% in 1974) while manufactured goods have grown to represent over 60% of the total. The major determinant in the increase of our exports of manufactured goods has been the export of automobiles and parts to the U.S. under the U.S.-Canada Automotive Agreement. There is considerable room, however, for further up-grading of many of our primary exports so that we can increase the degree of fabrication in many of the goods now exported in unprocessed form.

Needed, too, is further diversification of Ontario's export markets. In 1974, two markets alone, the U.S.A. and United Kingdom, accounted for almost 85% of total merchandise exports. It is imperative that we expand our trade with such major world markets as the E.E.C., Japan, Latin America.

Major markets for Ontario exports within the U.S. are the states of Ohio, Michigan, New York, New Jersey, Pennsylvania, Illinois, Indiana and Wisconsin. Together they accounted for 47% of the \$9.8 billion total value of Ontario exports to the U.S. in 1974.

Within the European Community, the largest single markets are the U.K. (over 60% of the \$1.1 billion E.C. total) and West Germany (13%). The bulk of Ontario exports to the community consists of raw materials, with manufactured goods accounting for less than 23% of the total.

Norway is the other major market in Europe. In 1974, it imported commodities worth \$205 million – principally metal ores and concentrates for refining. Ontario exports to all the COMECON countries totalled only \$54 million in 1974. COMECON is the Council for Mutual Economic Assistance with headquarters in Moscow.

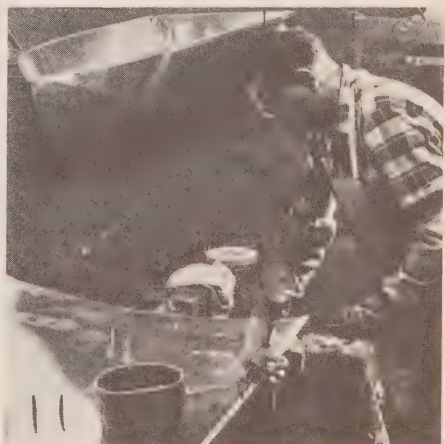
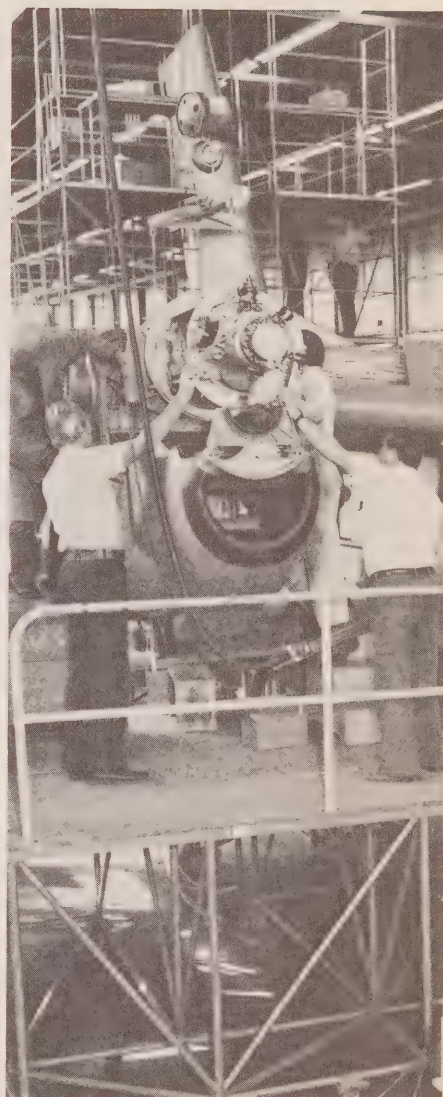
Latin America is an area of increasing importance for Ontario exports. The 1974 value was \$417 million with Cuba, Brazil, Mexico and Venezuela the principal destinations. The importance of Latin America to Ontario lies not only in its import potential but also in the fact that over *two-thirds* of our exports to that area consist of manufactured goods.

The scope for increased diversification of Ontario's trade is considerable given the fact that the market potential of Asia, Africa and the Middle East has been barely touched.

ONTARIO'S TRADE IN A CHANGING WORLD

Excerpt from remarks by Grant L. Reuber, Chairman, Ontario Economic Council, presented to Trade Horizons Conference, Toronto, January 14, 1975.

Since 1960, Canadian trade in goods and services has approximately trebled. This growth has been associated with several significant developments in our



ONTARIO EXPORTS TO THE REGIONS OF THE U.S., 1973

East North Central 58%

Others 13%

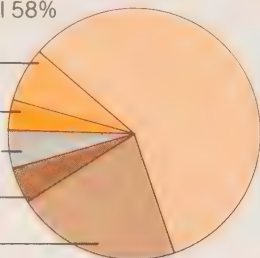
Pacific 3%

South Atlantic 5%

West

North Central 5%

Mid Atlantic 21%



ONTARIO EXPORTS TO WESTERN EUROPE, 1973

West Germany 10%

Netherlands 5.3%

Belgium-

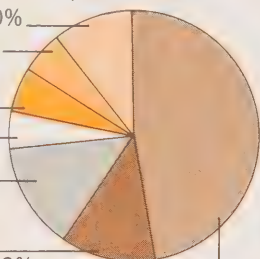
Luxemburg 5.3%

Italy 4.6%

Norway 13.4%

Others 12.6%

United Kingdom 48%



ONTARIO EXPORTS TO EASTERN EUROPE, 1973

USSR 8.8%

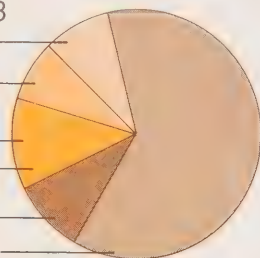
Romania 7.4%

Czechoslovakia

11.6%

Others 9.9%

Yugoslavia 62.3%



ONTARIO EXPORTS TO SOUTH AMERICA, 1973

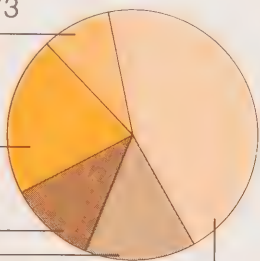
Peru 9.7%

Brazil 19.5%

Argentina 10.6%

Others 14.9%

Venezuela 45.9%



ONTARIO EXPORTS TO ASIA, 1973

People's Republic of China 24.1%

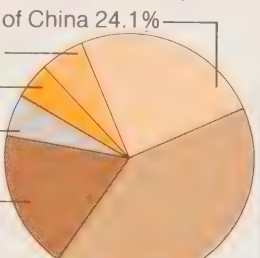
South Korea 5.2%

India 5.1%

Malaysia 6.3%

Others 18.1%

Japan 41.2%



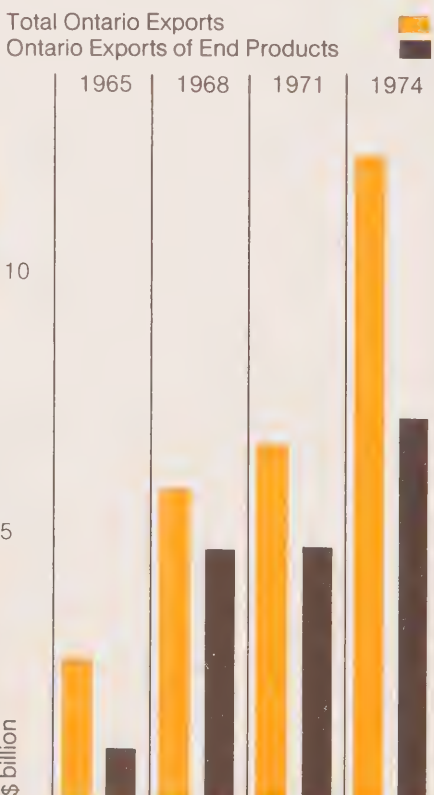
external relationships as well as in trading patterns. One such development has been the change in Canada's economic relationships with Europe. This reflected the restoration and rapid economic growth of Europe after 1945, the formation of the Common Market and the breakdown of Commonwealth preferences in the U.K. Major changes have also occurred in our economic relationships with Japan, with the developing countries and with the countries in Eastern Europe and Asia. At the same time, significant changes have occurred in both the style and substance of our relationships with the United States which, one can hardly overemphasize, remains by far our most important economic partner.

Looking at our trading patterns one finds that approximately 70 per cent of our trade (defined here as the average of imports and exports) is now with the U.S. — some 10 per cent more than a decade ago. The share of our trade done with the European community and the U.K. over the same period has decreased from about one-sixth to one-tenth. And the share of our trade with the rest of the world has remained approximately constant at one-fifth.

The picture for both exports and imports will be considerably conditioned by exchange rate developments. Downward pressures on the rate might develop because of reduced exports of energy and primary products as well as because of higher domestic growth rates in Canada than in the U.S. and elsewhere.

ONTARIO EXPORTS 1965-1974

The increase in total — Ontario exports — by value for the years 1965, 1968, 1971 and 1974, and the share of fully manufactured goods in our exports.



A downward movement in the rate could, however, be forestalled by continued inflows of foreign capital, including petrodollars, attracted by Canada's relative prosperity and favorable investment climate. Thus a larger current account deficit might be matched by a larger capital account surplus with little change in the exchange rate. Moreover, Canadian authorities might conceivably be reluctant to see the rate depreciate because of its inflationary implications and because of its implications for the payments positions of some of our trading partners.

As for the policy outlook, recessions and depressions traditionally have been associated with increases rather than with decreases in trade and payments restrictions. Thus, the world may be lucky if it can avoid the imposition of further restrictions during the next few years. The same applies to international investment policies on which attitudes not only in Canada, but also in the U.S. and other traditional sources of capital, have become increasingly nationalistic.

In short, for the businessman who today is looking abroad to expand his markets and to enter new markets, the immediate prospect may not be particularly inviting, especially when compared to the recent past. The circumstances relating to particular products, particular markets and particular producers differ enormously of course. Thus, despite the rather gloomy general outlook for many world markets in the immediate future, many foreign trade

CANADIAN TRADE IN MANUFACTURED GOODS 1965-1974

The relation between Canadian imports and exports of fully manufactured goods which points to the need for import replacement by our domestic manufacturers.



opportunities will remain that can be and will be exploited with great success. It is clear, however, that in the circumstances that are likely to prevail, it will be more important than ever to maximize competitive efficiency, to search out profitable opportunities to develop new institutional forms with all the skill and determination at our disposal. Trading habits that were commonplace in a more prosperous and less competitive world may not pass muster in the less prosperous and more highly competitive world in which we now find ourselves.

Another home-truth that warrants emphasis is the dominant importance of Canada's economic relations with the U.S. compared to our relations with other countries. This importance reflects not only the predominance of our external trade and investment with the U.S., but also the broad complementarity of the two economies and the coincidence of many of our national interests. No one can object, of course, to efforts to improve and extend relationships with the rest of the world provided such efforts do not become obstacles to improving and extending our relationships with the U.S.

Finally, recent developments have re-emphasized the importance of domestic policies in shaping Canada's place in the world economy, to take but one example. The gods have clearly favored this country

with an extraordinary endowment of natural resources. This has not only shielded us from many of the pressures that other countries have recently experienced, but also over the years has provided a basis for much of our international trade and prosperity. The supply of these resources, however, reflects more than natural endowment: it also reflects human ingenuity and effort in exploration and the development of resource industries. Inevitably this ingenuity and effort has been conditioned by the framework of government policies in this country. In order to ensure that our circumstances remain as favorable as possible, it is important that the framework of policies continue to encourage the ingenuity and effort required for the continued sound development of our resource sector. More specifically, it is important that this basic objective be given some priority by all levels of government when considering such matters as taxation, social and regulatory legislation and investment policies.

In referring to the resource sector, I do not intend to single out this sector for special attention but only to illustrate my point. The same general considerations apply to other sectors as well. Given the size and reach of government in today's economy, the structure and performance of every sector is greatly influenced by the policy framework in which each sector

functions. This makes it important for the economic health of the country that this policy framework remain flexible and be kept up-to-date with changes in the international economy.

To sum up, if we are going to prosper in the years ahead, it may be necessary to give somewhat greater emphasis than we have during the recent years of affluence to various factors that are basic to the economic health of this country. This includes a renewed emphasis on the importance of improving economic efficiency and increasing per capita growth, on liberalizing trade and payments arrangements, on improving our external economic relations, especially with the United States, and on giving greater attention to the implications of domestic policies for our international competitive position. For the private sector, it means emphasizing the importance of these and other factors to governments and dusting off and applying the age-old injunction to try harder and to do better in a world that is ever more demanding.

TOTAL ONTARIO EXPORTS 1973-1974

Commodity Section	1973			1974			% of Change
	Domestic	Re-exports	Total	Domestic	Re-exports	Total	
Live animals	47,573	296	47,869	34,815	306	35,121	- 26.7
Food, feed, beverages, tobacco	533,887	17,300	551,187	616,393	14,539	630,932	+ 14.5
Crude materials, inedible	962,236	6,516	968,752	1,063,378	7,399	1,070,777	+ 10.5
Fabricated materials, inedible	2,177,502	94,070	2,271,572	2,928,385	130,946	3,059,331	+ 34.7
End products, inedible	6,862,084	204,879	7,066,963	7,293,104	271,543	7,564,647	+ 7.0
Special transaction trade	22,285	1,056	23,341	25,876	537	26,413	+ 13.2
Total	10,605,567	324,117	10,929,684	11,961,951	425,270	12,387,221	+13.3%

Source: Statistics Canada Ontario Exports by Country & Commodity

ONTARIO AND CANADIAN EXPORTS TO SELECTED COUNTRIES—1973-1974

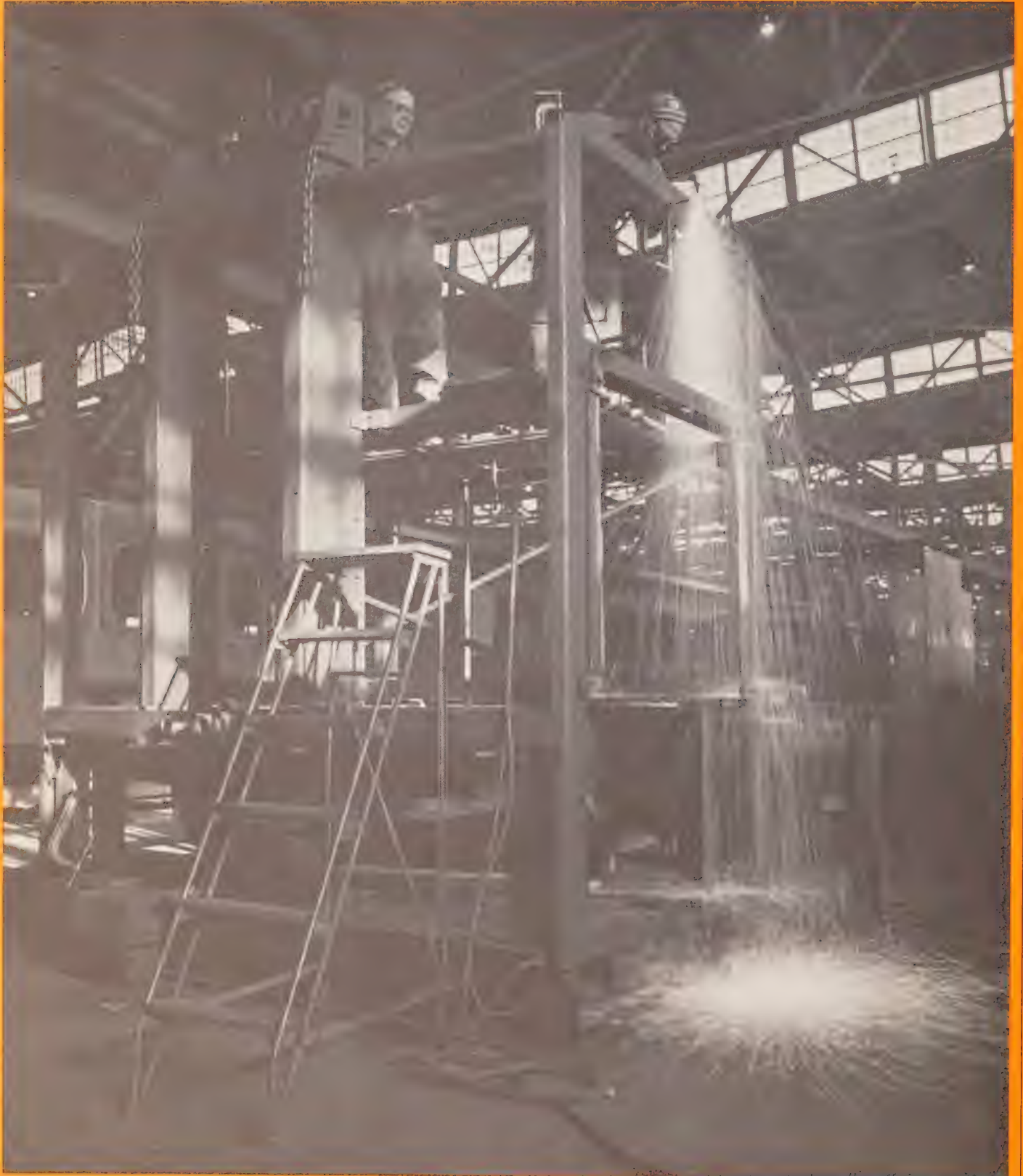
Country	CANADIAN			ONTARIO		
	1973	1974	% of Total	1973	1974	% of Total
United States	17,061,916	21,262,702	66.3	8,876,692	9,774,459	78.9
Japan	1,800,247	2,223,934	6.9	118,081	120,214	1.0
United Kingdom	1,588,736	1,894,747	5.9	581,821	696,155	5.6
West Germany	444,383	542,344	1.7	129,144	146,540	1.2
France	215,756	314,925	1.0	50,355	64,884	0.5
Norway	181,142	233,062	0.7	161,967	205,143	1.7
Australia	209,555	306,688	1.0	78,005	111,382	0.9
Italy	294,903	462,788	1.4	55,528	58,413	0.5
Belgium-Luxemburg	284,007	367,092	1.1	63,736	67,385	0.5
Netherlands	286,368	386,777	1.2	63,721	70,782	0.6
Others	2,840,572	4,057,062	12.8	750,634	1,071,864	8.6
Total	25,207,585	32,052,121	100.0	10,929,684	12,387,221	100.0

Source: Statistics Canada Ontario Exports by Country & Commodity

*Figures may not add due to rounding.

DIVISION OF INDUSTRY

The overall objective of the Division of Industry is to develop policies and programs and provide specialized services to support and stimulate industrial development throughout the Province.



During the first year of operations under the new organization, excellent progress has been made in converting the Division from primarily a program oriented group to one with concern and capability in developing policies to meet the objectives.

Each of the four branches moved strongly into this area.

The *Industrial Development Branch* devised the municipal industrial parks program as well as policy investigations related to incentives, and foreign investment.

The *Technology Branch* is developing sector appraisals to be used as a base for the ultimate development of sector strategies.

The *Service Industry Branch* has spent the year investigating the needs and requirements for assistance to specific areas in the service industry.

The *Research Branch* has a co-ordinating role in the development of the proposed provincial report for the upcoming G.A.A.T. negotiations.

If we borrow the analogy of the Division of Industry at Queen's Park as being the "heartbeat" of industrial growth and development within the Province, then it follows that those people in the field sectors form the arteries of communication, policy, procedure, and planning. However, these are only words on paper until galvanized into action by the divisional representatives in the field.

At the same time, the professional personnel in the Division refined their role as specialist advisers in support of the field operations.

These four Branches function individually, yet integrally as well to provide industrial development expertise, industrial prospecting missions, engineering and manufacturing consultation, technical assistance, and feasibility research. The units also work in close liaison with individual municipalities in Ontario with a need for assistance, advice, or development incentive, in any or all combinations.

The Division's services range from providing specific assistance for such projects as the development of serviced land, in a Northern community to broad, overview type of policies.

What the whole service orientation has in common, however, is the advancement and enhancement of industrial prosperity in Ontario, where that need exists — ever mindful of the environmental considerations required to avoid haphazard industrial sprawl.

This year has also marked the implementation of "the specialist." To avoid duplication of effort, certain highly qualified personnel tend exclusively to certain specific requirements.

On the other hand, should the Division be approached by an industrial concern already "sold" on Ontario, a different group of Regional Development Officers will engage themselves with the specifics involved: feasibility studies; location and availability of serviced land; availability of labor force; housing and transportation



In November, 1974, the Ministry's Service Industry Branch and Industry Technology Branch jointly organized a meeting with Ontario's four construction industry associations. (Left to right): George Cowl, president, Toronto Sheet Metal and Air Handling Group; Harold Emsig, president, Mechanical Contractors Association of Ontario; Honourable Claude Bennett; James Wilson, president, Electrical Contractors Association of Ontario; Robert McMurdo, president, Ontario General Contractors Association. Analysis of and assistance to industry sectors is a continuing function of the Division of Industry.

facilities. They will also coordinate and provide liaison with the municipal officials into whose areas the new industry will settle.

In a separate, adjacent function, a special Strategic Planning section integrates with the efforts of the Division of Industry by paving the way to more open communication, exploring needs, and establishing the best guidelines for action with other ministries in the provincial government.

The work of this Division meshes constantly with that of other ministries: Labour, Treasury, Transportation and Communications, Environment. The Division of Industry can be likened to a central cog of the many effective gears that contribute to the growth, development, and prosperity of Ontario.

The real ongoing task of the Division of Industry is to encourage the provision of more and better serviced land for industry; to encourage new business to Ontario; and to promote the inevitable economic benefits that accrue from such development.



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MANUFACTURING OPPORTUNITIES SHOW 1976

Queen Elizabeth Building
Exhibition Park, Toronto
MAY 4 — 5 — 6, 1976.

INDUSTRIAL DEVELOPMENT BRANCH

Following the Ministry reorganization in 1973, the Industrial Development Branch has developed policies and programs to stimulate and support industrial development in Ontario. In addition, specialized services are offered to Ontario industries in their efforts to locate new business opportunities and utilize fully their production facilities and capabilities. The work of the Branch is carried out through three Sections.

The Industrial Policy Section monitors and interprets government policies and legislation which affect Ontario manufacturing industries. New and amended laws and regulations are summarized and transmitted to Ontario businessmen through the Ministry's field offices and to industrial prospects throughout the world through the Ministry's international offices.

In addition to the evaluation of policies, the Branch is engaged in the development of overall strategies designed to foster a strong manufacturing base in Ontario.

For businessmen located in the Province, the Branch provides consultative services on regulations, policies and practices as well as federal and provincial development programs which may affect business plans and decisions.

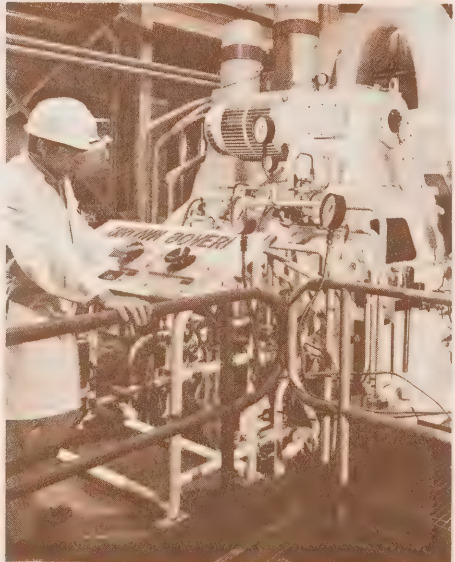
For new companies considering investment in Ontario, a consultative service is provided on such matters as the economic climate in Ontario and Canada, regulations relating to foreign investment, incorporation, taxation, labor codes, environmental controls, and other matters affecting investment decisions. Information is provided on sources of financing, incentive programs, geographic, demographic and community data.

Detailed assistance in specific locational planning is provided by the Small Business Operations Division central plant location consultants or through the Ontario Field Offices. Similarly, for industries seeking specialized or skilled personnel not available in Canada, assistance can be provided by the Ministry's Selective Placement Service.

The Ministry is particularly aware of the needs of small business and the difficulties businessmen experience in obtaining information to assist in making business decisions and commitments. The Industrial Development Branch welcomes enquiries from individuals wishing to start small businesses and from owners of established businesses wishing to expand or improve their operations. Advice and guidance are available on both general and specific problems as well as information on sources of specialized information and assistance.

The Intergovernmental Relations Section develops programs and services to diversify the location of industry throughout Ontario and assist municipalities in the attraction of new manufacturing.

To assist municipal leaders in a better understanding of all aspects of industrial



development, training courses are conducted throughout the Province. Each course comprises an intensive two day program, made up of nine units dealing with factors such as planning, development of industrial lands, methods of financing, local development organizations, advertising and promotion.

During 1974, seven Industrial Development Training Courses were held, attended by 183 representatives from 45 municipalities.

Communities interested in having such training courses may do so by contacting any one of the Ministry's Ontario Field Offices or by contacting the Industrial Development Branch directly.

To assist municipalities in the attraction of new industries, and to assist companies seeking suitable manufacturing locations, Municipal Industrial Surveys are produced annually. These community profiles are prepared with the cooperation of the municipalities and copies are made available to companies undertaking site location studies, and to commercial organizations, universities, public libraries and other Government departments.

During 1974, 232 communities participated in this program with 7,106 individual copies of surveys being supplied in response to requests for this type of information in addition to 363 complete sets furnished to reference sources.

A second information service is provided through the maintenance of an up-to-date industrial building listing file. Through this system, details of vacant space are available, usually with pictures, for reference by companies seeking manufacturing space on a lease or purchase basis.

Many companies are attracted to a municipality in the first instance, as a result of being made aware of already existing manufacturing space. As an example, in 1974, the Town of Picton was successful in attracting three companies which are now utilizing a total of 72,000 sq. ft. of formerly unoccupied space.

At the beginning of 1974, 250 buildings were listed with the Branch. During the year, 104 were either sold or leased and 85 new listings were added.

Municipalities desirous of carrying out active industrial development programs are invited to make full use of the Branch's information programs covering industrial surveys and industrial building listings. They are programs which have broad application with little or no cost to the community.

As part of its new program development role, the Industrial Development Branch continually reviews various pieces of legislation which have a direct application to industrial development activities by municipalities. Where appropriate, recommendations are made for proposed amendments or the adoption of new regulations.

Through consultation with municipal representatives, Ministry field staff and industrial development organizations, new program proposals are developed. A major policy developed through this process is

the new Industrial Parks Program. The main thrust of the initiative is to develop a method whereby municipalities can obtain financial assistance in the acquisition and servicing of land for the creation of fully planned industrial parks. The program is administered financially by the Ontario Development Corporation in response to needs identified by the Ministry of Industry and Tourism in conjunction with other Ministries of the Government.

The Industrial Diversification Section works with established industries in the Province to help them find new manufacturing opportunities for their diversification programs and to maximize the use of production facilities.

Many of these opportunities are gathered from around the world bringing together new designs, products and capital for our domestic and export markets. They are all intended to increase the profitability of Ontario companies and the employment of people.

To carry out these endeavors, the Section administers the following programs:

A Manufacturing Opportunities Bulletin is provided to more than six thousand Ontario manufacturers to bring to their attention specific opportunities in the fields of merger and acquisitions, joint ventures, licensing, inventions and sub – contract opportunities. The number of published Bulletin items has grown from 892 in 1970 to 1,573 in 1974.

Merger and Acquisitions – To minimize the loss of employment resulting from the high failure rate of small businesses and to help the successful ones to grow, a new Merger and Acquisitions Program was introduced in 1974. This confidential service is available to any manufacturing company operating in Ontario that finds it necessary to sell out and to Canadian-owned companies wishing to expand through acquisition.

An interesting example concerns a steel fabricating shop in Victoria County that wished to sell its holdings. An item was placed in the Bulletin and as a result, a small Canadian company in Mississauga purchased a 75% interest. Both companies have benefitted significantly.

During 1974, 86 items were published and 697 replies received. At the end of 1974, 63 opportunities were still available.

Joint Ventures - The concept of joint ventures has been receiving increasing attention from companies in other countries as an effective means of participating in Canada's growth. The enticing North American market, improved availability of labor, materials and energy, together with an economy which offers financial stability, continues to attract foreign investors.

Typical of joint ventures is one which developed between Plastic Surface Finishes Limited, set up in Whitby, and Lacrex Brevetti SA in Switzerland. Agreement was reached during the Industrial Diversification Section's Product Prospecting Mission to West Germany in 1974. Couplings and special wrenches are products covered by the agreement. The

new project is expected to provide 30 new job opportunities and \$2 million in sales.

In 1974, 269 opportunities were published in the Manufacturing Opportunities Bulletin resulting in 1709 enquiries. During the year, 17 new joint venture completions were reported by Ontario manufacturers with many having been initiated by publication in the Bulletin.

Industrial Contract Procurement – In 1969, a new program was introduced to aid Ontario businessmen. The program is comprised of two activities:

By listing Production Facilities Available – Ontario manufacturers are assisted in obtaining subcontract work to utilize any surplus production facilities or personnel.

Similarly, **Contracts Available** are published for the use of manufacturers throughout the world seeking new sources of custom material or manufactured items.

In 1974, the program generated 185 Bulletin listings for Production Facilities Available and 118 for Contracts Available. As a result, 1711 replies were received and a combined total of \$939,620 new business was reported.

Product Prospecting Missions - This is a program whereby Ontario manufacturers seeking new products or processes for use and production in Ontario are assisted by the Ministry in visiting Trade Shows abroad and in meeting foreign industrialists.

During the past year 45 Ontario industrialists participated in 6 missions abroad and visited 10 countries.

Hanover Fair – A typical mission was the one in April of 1974 when the Ministry sponsored a nine member Product Prospecting Mission to the prestigious Hanover Fair. This Fair is an annual event covering 500,000 sq. metres with 6,000 exhibitors and is the largest fair of its kind in the world, displaying diverse products from earth moving equipment and cranes down to the smallest machine tools. Participating companies reported 100 new products discovered for further follow up and five licensing agreements were signed.

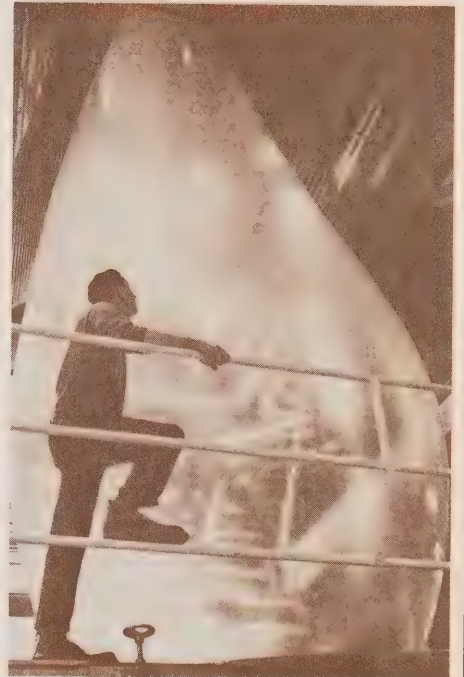
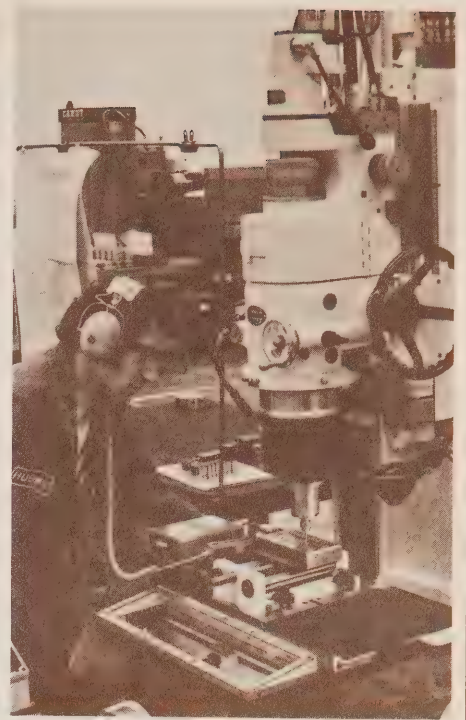
1976 MANUFACTURING OPPORTUNITIES SHOW

Manufacturing Opportunity Shows – Periodic Manufacturing Opportunity Shows are held to stimulate the secondary manufacturing sector of Ontario industry.

Domestic companies display imported components and materials for Ontario sourcing. Foreign companies exhibit new products and processes being offered to Ontario manufacturers under license.

Ontario companies have the opportunity to display unusual and sophisticated manufacturing technologies to potential customers. Inventors are provided with space to display and demonstrate their innovations to Ontario manufacturers.

At the M.O. Show 1972, the sixth since 1962, 214 exhibitors displayed 3,909 manufacturing opportunities to the 6,835 business visitors. The next M.O. Show is scheduled for the spring of 1976.



MANUFACTURING OPPORTUNITY DAYS

Under this program, the Ministry staff takes descriptive material on new products to major centres throughout the Province to help local manufacturers expand product lines. In 1974 six M.O. Day Programs were arranged in 13 communities with a total of 314 manufacturers attending.

NEW MANUFACTURING ARRANGEMENTS

During the period 1970 through 1974, Ontario manufacturers signed licensing agreements to manufacture over 790 new products in Ontario. Many of these were brought to the attention of Ontario

manufacturers by the various Ministry programs. In 1974, Ontario companies reported the completion of 168 licensing agreements.

NORTH SHORE CRAFT AND WORK CENTRE

In 1973, the North Shore Craft and Work Centre came into being at Serpent River, Ontario, to provide employment and develop local skills. The Centre has served as a prototype for the evaluation of this approach to create meaningful employment in rural areas where limited opportunities exist.

Sponsored by the Ministry of Industry & Tourism, the business of the Centre is

managed by a Board of Directors and Management Committee consisting of local businessmen, craftsmen and a representative of the Ontario Government. The Centre has grown from two employees to nine with seven additional people supplying craft items from their homes.

Locally made crafts such as driftwood sculptures, jewelry, pottery, pine-cone figures and animals, paintings, birchcraft items, macrame and traditional Indian items, can be purchased from the gift shop which is an integral part of the Centre.

Products from the area have been displayed at major gift shows. Selling points as far away as Prince Edward Island have been established. Enquiries are now being received from foreign countries.

In view of the encouraging results of this enterprise, the Ministry is planning to establish a second such Centre in another location in 1975.

INDUSTRY TECHNOLOGY BRANCH

The Industry Technology Branch assists Ontario companies to acquire and apply new technologies, enhance productivity and develop new products. It does so by means of missions, seminars, individual consultations and the operation of a variety of programs and services. These are carried out by an experienced staff of consultants with industry background, each possessing expertise in a particular industry sector.

Cooperation between government and industry was stimulated by a series of meetings, arranged by the Branch, between the Honourable Claude Bennett and industry association representatives including:

- The Canadian Chemical Producers' Association
- The Automotive Parts Manufacturers' Association
- The Canadian Electrical Manufacturers' Association
- The Canadian Association of Recycling Industries
- The Bakery Council of Canada
- Ontario General Contractors Association
- Ontario Sheet Metal and Air Handling Group
- Society of The Plastics Industry of Canada

From such meetings and from conversations with business and labor, the need for in-depth industry studies emerged.

As a result, analyses of twelve major industry sectors have been undertaken.

Meetings with Ontario's various industrial and trade associations were instituted in 1974 to acquaint the Minister and senior Ministry personnel with the concerns of the Province's various industrial sectors. As well, Ministry services were outlined to the associations. Among the meetings held were a day-long meeting which saw the formation of a steering committee to establish a Ferrous Foundry Association, and a meeting with the Automotive Parts Manufacturers Association, and the Bakery Council of Canada, (bottom).



They seek to identify the needs of Ontario industry, establish realistic objectives and present some options for achieving them. The intention is to create a dialogue with the industries themselves, labor, trade associations, suppliers, customers and any other interest group having direct involvement.

After receiving assessments from these sources, final documents will be prepared for general distribution beginning in late 1975. They are expected to make an important contribution to the formulation of industry sector strategies both for Ontario and the country as a whole.

ENERGY CONSERVATION

Recognizing the serious energy problems created for industry by short supply and drastic price increases, the Minister of Industry and Tourism took the initiative in encouragement of energy conservation. A letter directed to over 7,000 Ontario companies contained recommendations which served to motivate many of these companies to institute or accelerate conservation measures.

Together with Ontario Hydro, the Industry Technology Branch sponsored a series of 11 Electrical Energy Management Seminars at broadly dispersed regional centres. A total of 679 representatives of 394 companies attended and personal interviews followed with those requesting them.

The Branch has trained staff to assist in initiating energy conservation and management programs. Assistance is available by requesting from Ministry field officers an Energy Questionnaire, which, when completed and returned, will provide a basis of analysis and reporting of potential areas of savings. A mobile field support service is also provided for larger consumers to give on-the-premises analysis of the use of energy and assist in the development of a complete energy audit as a basis for an ongoing conservation program.

WASTE UTILIZATION

Allied to the direct conservation of energy is the indirect contribution made by more efficient waste utilization. Through a major survey undertaken by the Branch, 50 million pounds of scrap plastics were identified in Southern Ontario as available for re-use. At a seminar, attended by 135 industry representatives, latest information on processing was transmitted by highly qualified specialists from Canada and other countries. One of the results is a joint venture between a Canadian and U.K. firm which is establishing a recycling facility for scrap plastics in Toronto. The new company will also produce and market the system throughout North America.

Investigations are being conducted into new world technology to recover and re-use materials before they enter the municipal waste stream and to identify new processes which will create new plants. In cooperation with other Ministries, assistance will be provided in the development of markets and

construction of new plants to utilize the large volume of recovered metals, fibres and glass, from solid waste separation plants.

INDUSTRIAL ENGINEERING

Transition from a small, owner-operated plant to a larger, more complex organization is a difficult undertaking for the entrepreneur. Where size does not warrant the services of professional firms, the Branch industrial engineering service is much in demand to assist in making this change.

Good management practices are suggested to create a balanced operation by appropriate control over all components of the business.

During the year, seventy-eight companies have received advice in plant and work station layout, materials handling, production and inventory control. Also included in the service are methods engineering, value engineering, work measurement, control determination and wage and job evaluation.

Conversion to the metric system is a major national undertaking and because of the concentration of industry in Ontario, we are playing a significant role. Province-wide seminars are being held, information provided and government efforts coordinated in this total program. The Branch will provide consultation, on a sector basis, in the critical period during which conversion is taking place.

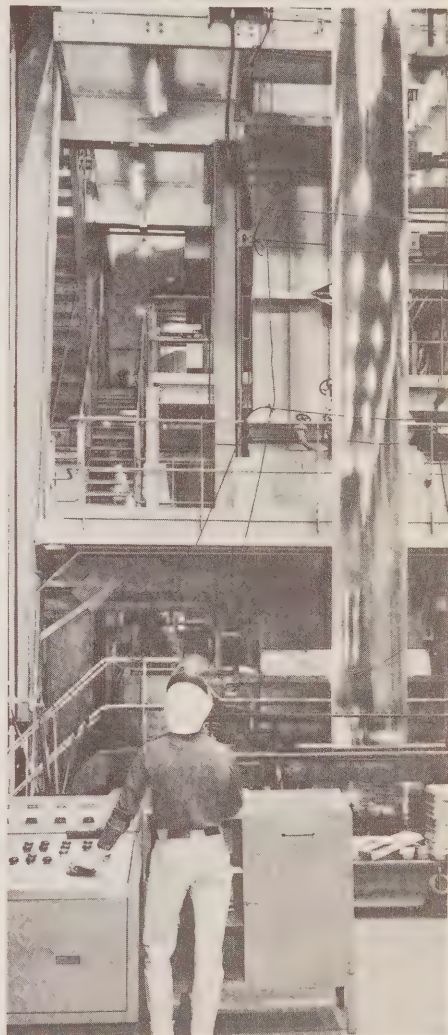
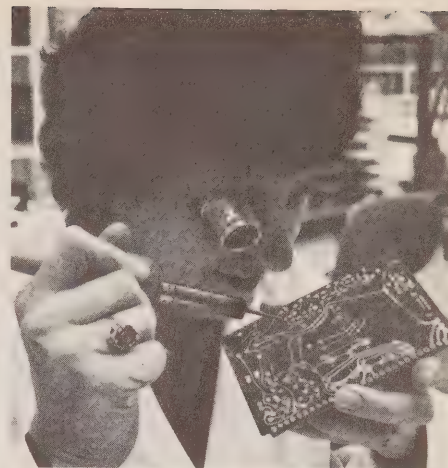
INDUSTRIAL DESIGN

To develop greater awareness and use of industrial design within industry, a pioneering course in Design Management was sponsored by the Ministry in cooperation with the University of Toronto and the federal Department of Industry, Trade and Commerce, Office of Design. Senior manufacturing executives from thirty companies throughout Ontario attended. Attention was focused on enhancement of corporate productivity and profitability through application of proven techniques and methods for improved management and utilization of their design functions.

The problems associated with urban growth, particularly those of the smaller community living in the shadow of a metropolis, were the subject of Interdesign 74 Ontario. This workshop was held during August in the Port Hope-Cobourg area, with the Ministry as the major sponsor, assisted by the National Design Council and the federal Department of Industry, Trade and Commerce. The workshop assembled 40 Canadian and international industrial designers from 24 countries to study and develop conceptual solutions. The results, published in March 1975, have generated interest and drawn enquiries from interested municipalities, government agencies, and the professions in Canada and many other countries.

INDUSTRY ASSISTANCE

As a result of industrial consultation in the chemical sector, a meeting was arranged between an Ontario company



wishing to expand its facilities into a world-scale plant to produce a commodity not presently made in Canada and a foreign company having the necessary technology unavailable here. A new \$60 million plant, in the planning stages, will employ a professional staff of 20 and 150 operating staff. In excess of 60 million pounds annually of a basic raw material for urethane will be produced, for use in the furniture industry. It is anticipated that fifty percent of the output will be available for export.

Assistance to industry in the automotive field has been concentrated in the area of smaller automotive parts manufacturers. A branch consultant helped organize a Tripartite Committee, including Federal, Provincial and Automotive Parts



Manufacturers Association representatives, providing liaison for the resolution of problems within the industry. Formation of a new industry program for the enhancement of productivity has been encouraged and assisted.

Great diversity in the food industry does not permit undertakings across the entire spectrum. Efforts were concentrated in such areas as acceleration of plant growth in green houses, efficient use of energy in food processing, and a study of high protein foods. Two seminars were held and a Technology Mission of 7 representatives of the Dairy, Meat and Poultry industries conducted to the Salon International de l'Alimentation in France.

Although organized only recently, the metalworking sector consultation service has already assisted in the arrangements for Ontario manufacture of a hydroforming press, built and patented by a local inventor.

Dramatic growth in the Ontario apparel industry must be accorded special mention. High targets for both domestic and export sales have been met.

Contributing significantly to this performance was the decision of the Ontario Government three years ago to stop the erosion of this industry. Programs to improve conditions were worked out in cooperation with the industry and the federal government.

During 1974, efforts were concentrated in improving utilization of labor and the general efficiency of the industry.

In the area of education, Power Sewing Machine Operators Schools were set up in Toronto, London, Kitchener and Guelph; a school for sewing machine operators was established in Toronto; Apparel Management courses at George Brown College were given support. Eastern and

Western Divisions of the Apparel Manufacturers Association of Ontario were organized to serve the needs of the industry outside the Metropolitan area, through regular meetings and seminars.

Financial contribution was made towards seventeen engineering studies for Ontario apparel firms under the Program to Enhance Productivity.

MISSIONS ABROAD

With the present need for the construction industry to function efficiently, a Mission to Germany, Holland and England composed of representatives of this industry was timely. Three major areas studied were the industrialized approach to residential construction; heating, ventilation and air conditioning equipment manufacturing; construction machinery. Mission members were impressed by the high level of worker productivity in European plants, particularly the German and Dutch where well planned, tidy, highly automated plants produced quality products by machine intensive methods.

A significant departure in make-up of mission participants was the inclusion of architects in a mission concerned with the use of reinforced plastics in building construction. Having gained a new understanding of the structural potential of this material, one architect mission member is designing a new structure to be clad in more than \$500,000 worth of reinforced plastics. While amendments to building codes in urban areas will be required for utilization of this new technology, subject to code approvals, another architect member has designed and specified extensive use of reinforced plastic cladding for a number of buildings.

A combined Federal/Provincial survey

of ferrous foundries was undertaken, providing the basis from which the industry is establishing its first Foundry Management Association. As a timely and valuable aid to a number of companies planning modernization and expansion of plants, a mission was conducted to Germany and Belgium. Much technical information was garnered from the Trade Fair and Congress attended.

A mission including eight industrialists was conducted to the 4th International Conference on Digital Computer Applications to Process Control in Switzerland. In addition, six companies in Germany and Switzerland were visited to gather further insight into the application of control systems in the industrial environment. New technical knowledge and assessment of possible opportunities were gained by mission participants.

European imports are creating ever increasing competition for Ontario furniture manufacturers. To assist in replacement of some of these imports with Ontario products, a mission to Europe was organized to give manufacturers an opportunity of studying, at first-hand, all elements entering into the production of European-style furniture. As a result, incorporation of new materials, construction, design and manufacturing techniques into their own operations has already begun.

CONFERENCE FOR ONTARIO

The policy of attracting world technological conferences to Ontario is continuing. Through the leader of a mission to the British Hydromechanics Research Association Conference on Fluidics at Cambridge University, England, arrangements were made to co-sponsor a World Congress in Control Engineering in



Toronto, April, 1976 and preparations are in progress. This follows the pattern set by the sponsorship of the highly successful International Control and Computer Aided Design Congress held in Toronto, April, 1974, attended by 850 delegates from 20 countries.

In all, eight missions were conducted to foreign countries with representatives of 54 companies participating; twenty-two seminars and conferences were held, attended by 2,862 people; individual consultations numbered 3,564.

SERVICE INDUSTRY BRANCH

In 1974 for the first time in the history of the Ministry, extensive counselling services were developed for service industries across the Province. Specialists have been retained for the computer, film, industrial, transportation, consumer and institutional service employment fields.

Upwards of 50% of Ontario's labor force is employed by service industries. During the year the new Service Industry Branch, in cooperation with Ontario Field Offices at home and abroad, processed 745 interviews with service industry companies.

Branch staff conducted five seminars across the Province. An important survey of service industry needs was also undertaken. Visits to foreign markets were arranged. Promotional literature was designed and mailing contacts with 9,000 Ontario firms were concluded. Research and program design in several service industry areas were developed during this period. Contacts with 35 industry associations were arranged.



Two special projects coming up in 1975 deserve mention. Staff resources have been assigned to identify problems in the computer and business information industry. Also, the film industry in Ontario will be stimulated with a development program.

INDUSTRY RESEARCH BRANCH

RESEARCH AND PLANNING:

The Industry Research Branch is the analytical and planning arm of the Industry Division. In addition, research support is provided to the Ontario Development Corporation and short-term market reports are provided to manufacturers in the Province.

The Industry Research Branch is the analytical and planning arm of the Industry Division. In addition, research support is provided to the Ontario Development Corporation and short-term market reports are provided to manufacturers in the Province.

Of major importance in the Branch's activities are in-depth studies on segments of Ontario's manufacturing economy. In 1974 this included work on the new edition of a report on the Ontario Furniture industry and a major survey of the ferrous foundry industry. An interim report of the latter was presented to participating company representatives at a successful seminar which laid the ground-work for a badly needed ferrous foundry association.

Several industries also require constant review as conditions and policies in Ottawa are altered. These include the automotive industry, textiles, chemicals and others. Work in the Branch was

instrumental in assisting government policy on the petrochemical industry (Petrosar).

On the new policy of upgrading resources, the Branch maintained a close liaison with the Ministry of Natural Resources and federal agencies.

The Branch extended its research services to the newly established Service Industries Branch. Reports on the record industry in Canada and the Ontario film industry were prepared.

The new round of GATT negotiations also demanded attention. The Research Branch spearheaded the Interministry Committee on GATT. The Branch also maintains liaison with and coordinates submissions to the Canadian Trade and Tariffs Committee in Ottawa.

DIVISION OF TRADE

To trade goods for goods has been one of man's most fundamental occupations. To trade goods for money came later. And since the time of the fur traders of Upper Canada, Ontario has come a long, long way.

The Division of Trade fulfils this "fundamental occupation" by assisting Ontario business people in marketing their products and services successfully, both in Canada and around the world.



In order to succeed in the important task of supporting and developing Ontario's trade, the Division has established itself into three main sectors, each a vital component in a smoothly flowing, though intensely busy, trade operation. These three Branches are the Trade Research Branch, a Domestic Marketing Branch, and a branch concerned with international Marketing.

Because the actual goods manufactured in Ontario are able to compete on international markets, this Division deals daily with a "problem versus solution" balance. It provides the combined services to research problems, find solutions to them, and indeed in many cases, turns what were thought to be problems into trade opportunities.

Let us cite what might be defined as a trade "problem" to illustrate a point. Apparel is imported from a Third World nation where the costs-of-goods from some developing countries are lower because wages are lower. Ontario-made goods, available on the next rack in the same store, are more expensive. How does the Ontario manufacturer compete? In fact, he cannot. What he can (and should) do is consult the Division of Trade. The Division, in conference with the concerned manufacturer, will assist him in adopting a philosophy of "accentuating the positive". The Division will back him up by letting it be known, via the worldwide Regional Offices, that Ontario goods are of superior calibre; that delivery is prompt and dependable; that Canadian products on the whole enjoy a superb reputation on the world market; and that few problems are encountered on the part of the buyer of Ontario products. These are the kinds of positives it is this Division's job to research and disseminate to prospective customers.

Accentuating the positive is only a small part of the complexity of the movement of trade out of Ontario. Trade must be stimulated, developed, encouraged, and followed up. This can be done in many ways. Let us look at just a few.

Trade Missions are carried on vigorously throughout the year. The Trade Research sector discovers where Ontario goods will best be received; where the needs are; and where hidden opportunities may lie dormant. Conversely, they also seek out interested groups who may wish to promote commerce into Ontario. The researchers pass this information on to the divisional specialists who then appoint a Mission Leader, to start the ball rolling. Last year, 37 trade missions took place with 263 members, and with the resulting exchange of products and ideas from 48 countries. The result was estimated at \$18,552,500 in total sales.

Encouragement, coordination, and expertise are supplemented with the incentive of design awards, such as the Eedee Award for excellence in design of wearing apparel, accessories and furniture. The Eedee started out as an incentive program of the Ministry, and once established as a successful yearly event, it is intended to become a self-perpetuating incentive, completely

organized and handled within the industry itself.

After taking a long hard look at the rising popularity of imported furniture, and realizing that good design was the key to its appeal to changing urban lifestyles, Ontario furniture manufacturers were, in 1974, offered incentives for innovation and good design with the Division-sponsored Trillium Awards. The Trillium Awards will be offered for other products in the future.

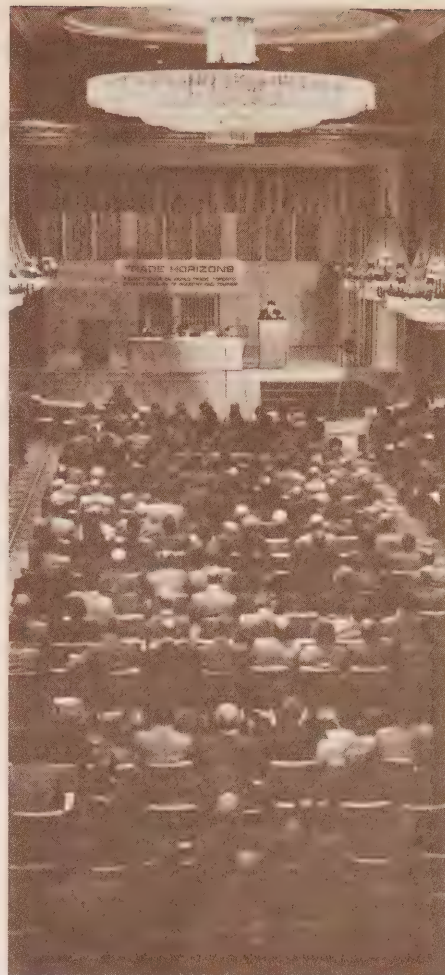
These kinds of incentives have provided a new enthusiasm, a "perking-up" of manufacturing spirit within the Province, and have contributed to the *raison d'être* to be the best there is. They will hopefully continue to enhance our image with a view to foreign export for excellent, well-designed goods.

An Ontario manufacturer cannot usually simply decide to get into the export market, without further ado. Many need advice, assistance, knowledge, and resources. This is the function of the marketing resource groups within the Trade Division. Many Ontario companies have not been made aware of the fact that they have constant access to trade marketing know-how at their disposal. The Division will enter into discussion with any company interested in export trading, and will underline factors which are crucial to the success of the operation.

Export costing, for example, is thoroughly discussed, with a view to long-range profitability, as opposed to the short-term "quick sale". Businesses will be told to bear in mind that if only surplus goods are sold on the export market for expediency, that they may well be faced with a *continuing* demand for those goods, and may have to expand their production facilities to fill future export orders in addition to supplying domestic demands.

Cultural and political differences between trading nations are thoroughly reviewed. In fact, the businessman who will be in contact with his foreign counterparts is not merely "briefed" in protocol and procedure . . . he comes away from Division seminars thoroughly informed. The Division cooperates with the Canadian Manufacturers Association in the education of Ontario businessmen in "how to succeed . . . abroad".

Trade horizons are ever broadening, and Ontario manufacturers may look forward to new and lucrative markets in areas of the world formerly considered to be "underdeveloped". Brazil is one example. Brazil's current economic growth rate makes it an attractive and expanding export market possibility. A Regional Office is in operation in Sao Paulo for the benefit of Ontario business in that country. And so it goes in Regional Offices elsewhere in the world.



TRADE HORIZONS '75

Held in Toronto in January, this successful one-day seminar was sponsored by the Division of Trade. More than 800 delegates heard speakers on important aspects of international trade under the general theme "Trade in the Changing World".

Speakers included the Honourable Claude Bennett, Minister of Industry and Tourism; G.L. Reuber, Chairman of the Ontario Economic Council; R.M. Dillon, Deputy Minister, Ministry of Energy; and J.C. McEntyre, Chairman, Canadian Trade and Tariff Committee. At the conclusion of the conference, Ontario businessmen discussed export possibilities (above) with trade counsellors from Ontario's 15 offices abroad.



The Division of Trade sponsors a series of seminars (left) on U.S. customs and import regulations for Ontario exporters. (Right): Ontario craftsmen register at the Ministry-sponsored Arts and Crafts Seminar held February 1975 at the Sutton Place Hotel, Toronto.

Response to the efforts and successes of the Division's cooperation with Ontario business has been gratifying. And it continues to grow. Many Ontario manufacturers taking part in a Trade Mission in 1974 have written enthusiastic comments such as the following:

"South America appears to hold tremendous potential for us if we can conclude arrangements on a basis that can be satisfactory and mutually profitable and I'm sure that we will be able to do so. Your ministry and associates in the various cities I visited have done a tremendous job and without reservation I take my hat off to all of you". (McKee Bros. Ltd.)

"In the year ending September 30, 1974, we did \$200,000 in the U.K. . . . After taking part in Trade Mission No. 265 - in the next nine months, to June 30, 1975, we hope to do at least \$500,000." (Campbell Manufacturing Company Limited).

The doors of the Division of Trade are always open. To Ontario businesses . . . and to the trading world at large.

DOMESTIC MARKETING BRANCH

The Division of Trade recognizes the fact that a strong domestic base is essential for the development of any industry, and the capability of its manufacturers to export. It also recognizes the fact that of the over 12,000 Ontario manufacturers, the majority do not have national distribution in Canada or the level of aggressive and professional marketing that modern trading patterns require. Realizing that the balance of trade in manufacturing goods shows an alarming increase of imports over exports, the Domestic Marketing Branch was established to focus on the marketing problems of small and medium-sized Ontario manufacturing companies.

To assist in solving these problems, the Domestic Marketing Branch offers a full range of unified support services through commodity marketing consultants. These experienced officers are available to provide in-plant consultations, and to assist in implementing recommendations in all aspects of a basic marketing program.

This approach offers the small and medium-sized company the opportunity to apply modern marketing techniques to its business, to benefit from a thorough professional approach to the total marketing function, and to obtain practical guidance on the entire Canadian market. The following programs and services, which form the core of Domestic Marketing Branch's activity areas, are available to all Ontario manufacturers.

MARKETING CONSULTATIONS

Day to day in-depth marketing consultations are the major activity of the Branch. Marketing consultants conducted 801 private discussions with companies regarding their marketing plans for products and services, during 1974.

These interviews are frequently requested by the Small Business Operations Division, and are usually at the customer's plant. From these interviews a clear cut marketing plan is developed that includes plans for new product design and introduction, establishing market potential,

providing advertising suggestions, and distribution recommendations.

AGENTS AND DISTRIBUTORS

In this program, Ontario based manufacturers wishing to expand their sales on the Canadian domestic market are assisted to find qualified agents/distributors who cover the desired territory, and have the necessary product experience. This is a rapidly expanding new service: and about 300 agents and/or distributors were in our inventory by the end of 1974, with many agreements under active negotiation.

SOURCING

The branch maintains a data base of Ontario products in order to provide fast and reliable sourcing information to any prospective purchaser, both inside and outside Canada. In order to give all Ontario based companies the opportunity to quote on such "Sales Leads", the widest publicity is given these enquiries. In 1974, over 1250 requests from buyers were distributed to interested Ontario manufacturers.

CAPITAL PROJECTS

A fast and practical method is provided to Ontario manufacturers who are interested in major capital projects in Canada ready for tender. This service is of increasing importance when measured against the growth of many key projects, Syncrude, Petrosar, etc., whose capital involvement totals billions of dollars. Without this service the opportunity to quote and to supply Canadian content might be overlooked by smaller companies.

MARKET FEASIBILITY

As part of its services, the Domestic Marketing Branch conducts industry sector market studies and provides market feasibility analysis, statistics, and supply position papers. In 1974, 30 such studies were prepared.

LICENSING, JOINT VENTURES

This service provides specialized assistance to those Ontario companies wishing to establish licensing arrangements or joint ventures in other Canadian provinces.



TRADE SHOWS AND EXHIBITIONS

Advice is provided to manufacturers regarding exhibit space, show locations, freight forwarding and product display in order to ensure that Ontario made products achieve maximum exposure in trade shows across Canada.

FORUMS AND SEMINARS

In 1974, a total of 13 such conferences was held across the Province. The seminars were divided into the following three categories:

- (1) EXPORT TRAINING SEMINARS – to encourage those interested in export to follow the latest methods and practices, arranged in cooperation with the International Marketing Branch.
- (2) MODERN MARKETING TECHNIQUES – assisting smaller companies to develop a marketing plan using modern marketing methods, how to implement the plan and evaluate results.
- (3) COMMODITY SEMINARS – assisting small to medium companies to obtain expert and practical guidance from selected industry spokesmen on industry trends, how to plan their marketing targets and forecast results.

In total, 800 Ontario businessmen attended these seminars.

PRODUCT RECOGNITION AWARDS

1974 saw the first presentation of the new Trillium Award. Presented in recognition of excellence in commercial acceptability of a product, the 1974 award was allocated to the Home Furniture field. Nine awards were presented from 220 submitted, and the winning products were displayed to over 500,000 people at the Canadian National Exhibition with modern market opinion sampling techniques used to reflect public opinions back to the manufacturers. A follow-up presentation was made of these Trillium award winners to over 20,000 people at the Toronto Furniture Show.

The highly regarded Eedee Award for excellence in product design was also given in 1974. Awarded to Home Furnishings, it was presented at the

National Interior Design Show where the products of the six winners, selected from 112 entries, were exhibited to 6,000 buyers from around the world.

ONTARIO TRADE AND TRAVEL CENTRE

The Centre is located at 145 King Street West in the heart of Toronto's business community, and operated under the auspices of the Domestic Marketing Branch. Facilities include a fully equipped audio/visual theatre, conference rooms and a large product display area representing a cross section of Ontario produced products.

During 1974 industry associations and business leaders held important conferences, seminars and meetings at the Trade Centre. 2,341 visitors came to the Trade Centre, and approximately 60 group business meetings were held, at which companies displayed their Ontario made products.

SPEAKERS' BUREAU

The Speakers' Bureau of the Ministry of Industry and Tourism provides speakers to address groups of interested businessmen, service clubs and university classes on the work and programs of the Ministry designed to enhance all phases of industrial development and economic growth in the Province.

During 1974, the Domestic Marketing Branch speakers participated in 14 events, addressing a total audience of 503 people.

THE EDEE AWARD, sponsored by the Division of Trade and presented at the National Interior Design Show (above) helps stimulate the development of new concepts in contract and household furniture design. Concept Group Ltd., Toronto, won the 1974 Best of Show Award.



THE TRILLIUM AWARD, a new award of the Ministry pointed out by the Honourable Claude Bennett (left) is presented in recognition of marketing, production and design innovation. Trillium Awards for 1974 honored the home furniture manufacturing industry.

INTERNATIONAL MARKETING BRANCH

During 1974, the International Marketing Branch was organized on the basis of geographic specialization into three Sections: Western Hemisphere; Europe, East and West; and Pacific, Asia and Africa.

The Branch is staffed with sixteen well qualified International Marketing Consultants who are in a position to provide assistance, guidance and expertise in international marketing techniques for Ontario manufacturers.

The Branch maintains contact with the international business world through a network of 15 Ontario offices throughout the Americas, Europe and Japan and elsewhere through liaison with Federal Trade Commissioners abroad, Commercial Representatives of foreign countries, industry and trade associations.

To assist Ontario manufacturers the International Marketing Branch organizes Trade Missions, arranges for Incoming Agents and Buyers from foreign countries, organizes Exhibits for Ontario manufacturers at International Trade Fairs, and guides and assists Ontario manufacturers in the licensing of their products for manufacture abroad.

TRADE MISSIONS

During 1974, the Division of Trade, International Marketing Branch, conducted 37 Trade Missions to 48 different countries in its program to assist Ontario manufacturers to penetrate into the export markets of the world.

Two hundred and sixty-three Ontario companies participated in these Trade Missions, and for the majority of them it was their first attempt to market into the countries visited. For many of them, particularly those participating in trade missions to the United States, it was their first venture into exporting.

Estimated total sales of \$18,522,500 in the first year for all 37 Trade Missions were reported by the participating companies.

INCOMING BUYERS AND AGENTS PROGRAM

During 1974, the Division of Trade, International Marketing Contacts were made with 467 Ontario manufacturers.

In addition, 71 buyers and agents visited Ontario on their own initiative and contact was made with a further 262 Ontario manufacturers.



As a result of this activity, initial sales of \$3,387,000 were reported with additional business pending.

LICENSING ABROAD

In situations where an Ontario company cannot export its products into a country because high shipping costs or high tariffs would make them uncompetitive, the International Marketing Branch is able to guide and assist them in establishing a Licensing Arrangement with a foreign based company.

During 1974, the Branch conducted five Trade Missions specifically oriented to licensing into New Zealand, Australia, Mexico, Venezuela, Brazil, Argentina, Japan, South Korea and the United Kingdom. Forty-four Ontario companies participated.

In the majority of cases, Licensing Agreements are in various stages of negotiations, since the average negotiating period before signing a contract is approximately one year.

Income generated from licensing fees will contribute substantially to the financial strength of the Ontario companies involved.

INTERNATIONAL EXHIBITIONS

Ontario companies were represented at five International Exhibitions in 1974 in a program organized by the International Marketing Branch of the Division of Trade.

Forty-four companies displayed their products in Exhibitions held in the United Kingdom, Germany and Italy, and covered products such as Fur Garments, Electronic Components, Industrial & Commercial Carpet Cleaning Equipment and Maintenance Cleaning Equipment, Hospital Equipment, Sanitation Equipment and General Industrial Equipment.

Estimated first year sales for participating companies was \$2,657,500.



(Top): The Province's exhibit at the Fiera del Levante, Bari, Italy, in September 1974, featured Ontario manufacturers and crafts. Highlight was the on-the-spot construction of a birchbark canoe by an Indian craftsman. (Centre): Export of electronic goods to the Caribbean, and to South America is a major activity of this Ontario manufacturer. (Bottom): Chemicals made in Ontario are a standard export through the Port of Toronto.

TRADE RESEARCH BRANCH

The Trade Research Branch is the analytical arm of the Division of Trade. It is an integral part of the broad objectives of domestic and foreign trade promotion activities of the Division of Trade.

The Branch conducts permanent research in foreign markets which are of interest to Ontario exporters, as well as analyzing imports of fully manufactured goods into Canada and the development of the Canadian Domestic Market with a view to giving advice on opportunities in the Canadian Domestic Market for Ontario manufacturers.

Trade Research assists in reviewing and evaluating the impact of programs undertaken by the operative Branches of the Division of Trade.

The new foreign trade situation which now confronts Canada and Ontario and which is reflected in the decrease in our exports of fully manufactured goods and notable increases in imports, demands more sophisticated market research. As the number of programs in the Division increases, research reviews and evaluations will have to be adapted to the new circumstances.

BRANCH ACTIVITIES

To achieve greater efficiency and flexibility, the Trade Research Branch is divided into two sections: The Domestic Trade Analysis Section and the Foreign Trade Analysis Section.

The Domestic Trade Analysis Section carries out continuing research of the domestic market with special emphasis on import replacement opportunities.

It compiles data on government incentives assistance and research development programs provided by the Federal and Ontario government for the information and practical use of government officials and Ontario businessmen.

The Foreign Trade Analysis Section prepares studies on foreign markets and provides product-by-product analysis of market potential for Ontario exports. The purpose of these studies is to give the user a clear insight into a foreign market which will result in new leads and later in new contacts.

Another important function of the Foreign Trade Analysis Section includes the examination of economic and trade policies of foreign countries and groups of countries, as well as developments in international trading relations with the purpose of informing our management on the implications of these for Ontario Trade.

Special interest in preparing these studies is given to small and medium-sized manufacturing companies which comprise a large and vital part of the Ontario economy.

Attention is given to projections and forecasts of Ontario exports to a specific country, based on economic analyses, government plans and programs and investment and industrial trends.

The Trade Research Branch compiles statistical data pertinent to the domestic

and foreign markets. The objective of these statistics is to assist trade and industrial development in Ontario, pointing out to Ontario manufacturers and exporters the potential of foreign markets and opportunities in the Canadian domestic market.

OPTIMUM INFORMATION

Modern research strategy is based on the concept of "optimum information." Pursuing this concept, the Trade Research Branch seeks to obtain, expand and transmit trade information, with a resulting increase in the growth of Ontario trade as its objective.

The results of the research are transmitted to the users: Government officials and business people through: —

SHORT MARKET RESEARCH REPORTS

These are of two types, feasibility studies in future manufacturing markets and specific product market potential reports.

FOREIGN MARKET STUDIES BY COUNTRIES

These are background studies to familiarize businessmen and Government officials with economic and trade conditions in foreign countries. To date 82 countries have been studied.

FOREIGN MARKET STUDIES BY COMMODITIES

"Action oriented" studies of specific product categories.

ANALYSIS OF DOMESTIC MARKET FOR SPECIFIC COMMODITIES

Intended to increase Ontario manufacturer's share of the domestic market these studies also identify goods and services which have comparative advantages in foreign and domestic markets and those products with good future potential.

DAY-TO-DAY DATA AND STATISTICAL INFORMATION

Comprehensive export data on Ontario exports for over 30,000 separately identified export items and Ontario exports to 140 countries are available. A quarterly report on Ontario exports will be introduced in 1975 and will facilitate a more up-to-date picture of Ontario exports, their performance and opportunities.

PUBLICATION — ONTARIO EXPORTS BY COUNTRIES AND COMMODITIES

The principal aim of this publication is to provide an overall picture of Ontario exports. The report contains export data for the past two years and a comparison with total Canadian exports. The objective of this statistical information is to point out to Ontario manufacturers the existence of markets abroad and thereby encourage them to consider a new export program or expand their existing sales abroad.

PUBLICATION — STATISTICS FOR PROFIT

The publication "Statistics for Profit," shows in detail products which are imported into Canada, matching them with domestic manufacturing activities, and indicating a potential for Ontario manufacturers to expand their own production and supply the need.

The second part of the Publication indicates import potential of our principal foreign market for specific Ontario manufactured goods and our present share of the market.

STUDIES AND REPORTS ON SPECIFIC ECONOMIC AND TRADE PROBLEMS

To complete its efforts in providing market studies by countries and commodities, the Trade Research Branch prepares studies directly connected with the trade. Therefore, the Branch has prepared studies on Export (Trade) Corporations; Non-tariff barriers; European Common Market and various others.

The Trade Research Branch has also compiled data on Ontario in the pamphlet "Ontario in Statistics" which, until now has seen 37,000 copies distributed, mostly abroad.

During 1974, the Trade Research Branch completed: — 22 Foreign Market Studies; 18 Short Market and Feasibilities Studies; 16 Special Trade Research Studies; 220 various trade and statistical data.

SMALL BUSINESS – OPERATIONS DIVISION

There is a special objective here in the Small Business – Operations Division. It is to encourage, nurture and assist smaller manufacturing and industrial enterprises within the Province, in every way possible.

In order to meet this objective, a unique philosophy has permeated all strata of the Division. That philosophy, unwritten yet prevalent, is: "Hire good people, give them autonomy, and let them get on with their work." It is a concept that seems to be working very well, in a Division that, more than others, locates itself wherever the needs are found.

Nowadays, Queen's Park quite literally comes to you. The Division has no less than six area offices and 15 field offices in Ontario. It also operates seven centres in Europe, six in the United States, and one each in Mexico and Brazil.

This means there are over 60 Industrial Development Officers – representatives on small business in Ontario. At home, these officers provide business counselling, and liaison with government programs.

They promote industrial development, encourage and stimulate the development of tourism facilities and resources. Abroad, these men converse with industrialists and entrepreneurs, promote the exchange of new technologies, expand markets for Ontario products and negotiate joint ventures and licensing arrangements.

This is a Division that works hard to be where the action is . . . and to generate action where none exists.

The people who staff the regional offices for the Small Business Operations Division, whether in Ontario or abroad, are experienced, knowledgeable and dedicated. They are promoting Canada, but "selling" Ontario in particular as the place to be . . . in business. They encourage the exchange of ideas through trade missions and visits (for it is from ideas that profits are born) – and they explain the specifics of export marketing, expansion, and development as it relates to the individual need of the Ontario operation.

The Industrial Development Officers have decision-making autonomy for their area, which expedites services, yet they may call on the vast resources of Headquarters in Toronto should further answers or information be required.

On-site decision making has become a policy of the Ontario Government to streamline ministerial services.

Formerly, particularly in Industrial Development and Trade Development programs, decisions were made only at Queen's Park. Now, our Operations Division personnel provide industrial and tourism advisory services and other development programs right in the areas where they are required. The Division's prime objective is to actively stimulate industrial and tourism growth in all areas of the Province where possible.

To maintain continuity a small group of Site Location specialists are located at Queen's Park. Their main function is to



liaise with the foreign offices and assist clients desiring to locate within the provincial boundaries in conjunction with the field offices concerned. They also interview prospective new manufacturing industries at the various Ontario Business Opportunity Missions held throughout the world.

Working closely with other divisions of the Ministry which have the technical specialists and the expertise relative to both sectors, the field offices can be regarded as mini-regional decision-making units furnishing all the services of our Ministry.

ORGANIZATION

Two words aptly describe the organization of the Small Business – Operations Division – availability and accessibility. To make Ministry programs and services better known and personnel more accessible, Ontario is now divided into six Operations areas, each with a district office and travel information centre. Each is administered by a director and a complement of both industrial and Tourism Development Officers. Moreover, some offices have Ontario Development Corporation, Northern Ontario Development Corporation and Eastern Ontario Development Corporation consultants.

Following are the six areas and the location of their offices :

SOUTHWESTERN OFFICE: area office in London, district offices in Windsor and Owen Sound, Travel Information Centres in Windsor and Sarnia.

CENTRAL ONTARIO – WEST: area office in Kitchener, district office in St. Catharines, TIC in Niagara Falls.

CENTRAL ONTARIO – EAST: area office in Willowdale (Fairview Mall), district offices in Barrie, Huntsville, Orillia and Peterborough, TIC in Barrie.

EASTERN ONTARIO: area office in Ottawa, district offices at Arnprior, Brockville and Kingston, TIC in Lansdowne and Cornwall.

NORTHWESTERN: area office in Thunder Bay, district offices in Kenora, Fort Frances, TIC in Fort Frances.

NORTHEASTERN: area office in Sudbury, district offices in North Bay, Sault Ste. Marie and Timmins, TIC in Sault Ste. Marie.

These offices, in addition to field directors, operate with 31 Industrial Development Officers, 34 Tourism Development Officers and 22 Travel Counsellors. There's also a summer support staff of some 175, comprised mainly of students to serve permanent and temporary travel information centres in peak periods. To support industrial site location work requiring liaison with Ministry offices abroad, the Toronto head office assigns to the Division a small co-ordinating group of specialists.

QUALIFIED PERSONNEL

Division personnel have a general background of Ministry programs and services including crown corporations and keep abreast of all industrial activities in respective territories and the potential development of others. It also keeps the Toronto head office apprised of industrial capabilities, export possibilities and import replacement potential.

It is fully informed of Ministry programs and services, the major aim being to offer assistance when needed to prevent bankruptcies and protect the labor force.

ACTIVITIES – INDUSTRIAL

The Division is the prime and continuing contact for business communities, municipalities and area associations of the Ministry.

Division responsibilities embrace a wide range of activities aimed at promoting industrial development, assist experts, provide business counselling and liaison with government programs and research organizations, recommend industrial locations, the selective placement program, and the Small Business Assistance program, assist technology transfer, and assist the service industry and small business in general.

ACTIVITIES – TOURISM DEVELOPMENT

Nurturing future development plans in an area capable of supporting a recreational hospitality industry is but one of the varied activities of the Division's tourism development program. This includes discussing promotional and project ideas with travel associations, merchants, chambers of commerce, etc. In much the same vein it counsels existing and potential investors on the feasibility of projects, capital requirements, sources of financing, standards of construction, current designs and statutes and by-laws to be met.

Another function is administering and issuing tourist establishment licenses by reviewing applications and taking appropriate action, investigating complaints presented by tourists against food or accommodation operations. It also is active in inspection programs through the Tourism Act and Regulations, the Hotel Fire Safety Act and other pertinent legislative authorities.

Travel Information Centres counsel travellers on facilities, attractions and events in Ontario, work with local media to promote attractions and events and circulate special reports such as on fall color tours and winter activities.

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WINDSOR
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ONTARIO TRAVEL INFORMATION CENTRES

Year round operations include: BARRIE L4M 4T5, Highway 400, Telephone (705) 726-0932; CORNWALL K6J 4P3, Brookdale Avenue, Telephone (613) 933-2420; FORT FRANCES P9A 3N1, 283 Church Street, Telephone (807) 274-3250; LANSLOWNE K0E 1L0, Hill Island, Telephone (613) 659-2108; NIAGARA FALLS L2E 3P7, 5629 Falls Avenue, Telephone (416) 358-3761; SARNIA N7T 7H9, Blue Water Bridge, Telephone (519) 344-7403; SAULT STE. MARIE, 120 Huron Street, Telephone (705) 253-1103; ST. CATHARINES L2R 3H7, Garden City Skyway, Telephone (416) 684-2345; WINDSOR N0A 3A9, 110 Park Street East, Telephone (519) 252-8368.

Mid-May to mid-September operations include: FORT ERIE, Goderich Street, Peace Bridge exit; HAWKESBURY, Perley Interprovincial Bridge exit; KENORA, Hwy. 17, west of Kenora; LANCASTER, Hwy. 401 & Hwy. 2 east of Lancaster; PIGEON RIVER, International Bridge exit; POINTE FORTUNE, Hwy. 17 at Quebec Boundary; PRESCOTT, Prescott-Ogdensburg Bridge exit; RAINY RIVER, International Bridge exit; WINDSOR, East of Ambassador Bridge exit.

INTERNATIONAL ACTIVITIES OF THE OPERATIONS DIVISION

In 1974 Ontario's international Business Counsellors – located in 15 key centres around the world – reported face-to-face business discussions with several thousand foreign industrialists, buyers, and tourism wholesalers, in a continuing effort to promote the infusion of new technology into Ontario's industry; to expand export markets for Ontario products; and to attract tourists from abroad to visit this Province.

These foreign business people were encouraged to negotiate for Joint Ventures or Licensing Arrangements with Ontario firms; to locate new manufacturing establishments in Ontario; and to arrange

for subcontract production in the Province. Buyers from around the world were selected to represent top quality and readily marketable products originating in Ontario. Foreign tour organizers and travel wholesalers were persuaded to schedule and organize group travel to Ontario.

In addition, our Counsellors sent more than 300 international buyers to Canada, to view Ontario products on display at the Ministry's Display Centre and at domestic trade shows; and to negotiate directly with manufacturers.

During 1974 more than 2,000 members of Ontario's business community approached our offices abroad with specific requirements; or visited us directly – either independently or as participants in the Ministry's Sales Missions, Manufacturing Abroad Missions, Technology Development Missions, Product Prospecting Missions and as exhibitors in international Trade Fairs.

The comprehensive marketing information and assistance provided by our offices resulted in more than 10,000 appointments for Ontario's business community with foreign industrialists and selected buyers and distributors.

The Americas and Overseas Branches continued their successful Business Opportunity Mission program throughout 1974. Such missions, specifically designed to familiarize industrialists and buyers with the profit opportunities available in Ontario, are conducted by Ontario Business Counsellors who visit specific target areas abroad. Missions were conducted in 16 cities in the Americas, Europe and Asia, resulting in interviews with over 1,300 interested businessmen.

To exploit the increasing tourism potential from the area, one Tourism Counsellor was added to our Tokyo operation. Another specialist was selected for posting to Los Angeles.

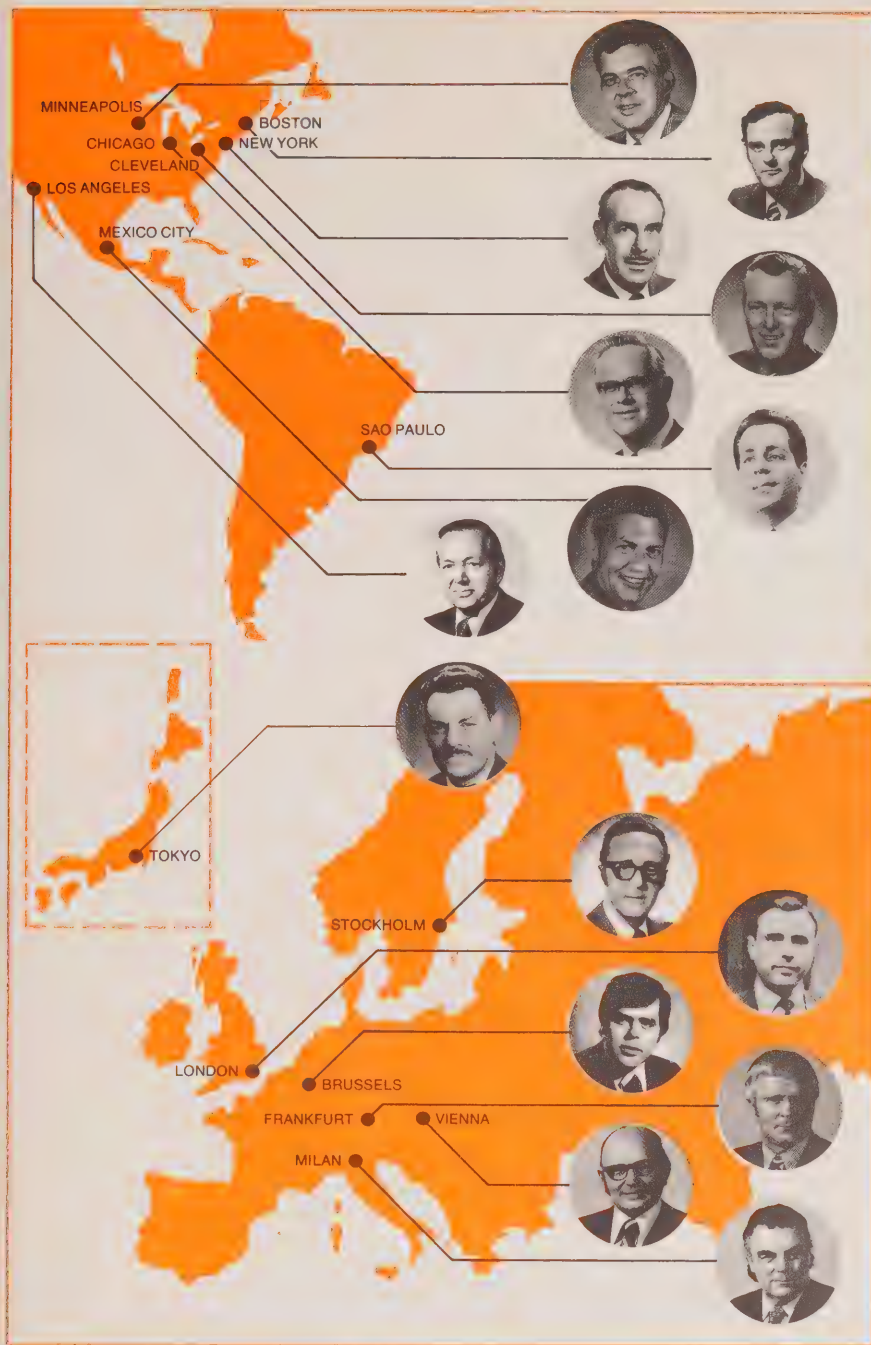
As part of the Americas Branch, the Ministry maintains representation in 6 major U.S. centres: Boston, Cleveland, Los Angeles, Minneapolis/St. Paul, and New York; as well as in Mexico City, Mexico and Sao Paulo, Brazil.

The Overseas Branch operates its European posts in Brussels, Belgium; Frankfurt, Germany; Milan, Italy; Stockholm, Sweden; and Vienna, Austria; and is represented in Asia with an office in Tokyo, Japan.

Ontario House in London, England provides the Ministry's services throughout Britain and Ireland.

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ONTARIO HOUSE

LONDON ENGLAND



The continuing importance to Ontario of the United Kingdom market was reflected in the high level of activity carried on during 1974 at Ontario House, London.

Specialist staff provided marketing assistance for sales in the U.K. of Ontario manufactured goods and food and agricultural products, together with tourism trade promotion.

There was a significant increase in all aspects of business development work and a marked growth of interest by British firms in manufacturing their products in the Province, using Ontario industrial development programs.

The U.K. also provides an important source for Ontario companies of skilled and professionally qualified personnel not available in Canada. The section at Ontario House concerned with recruitment had its busiest-ever year.

The head of Ontario House is the Agent General who assumes dual responsibilities, as outlined in the adjoining article. "Operational" duties are those pertaining to the programs and activities undertaken by the Ministry of Industry & Tourism in the U.K.: "representational" duties include all projects assumed on behalf of all other Ontario ministries. These representational duties involve liaison with social, institutional and government bodies in the U.K.

The operational sections are: Business Development, Tourism, Selective Placement Service, and Agriculture and Food, together with Information and Support Services.

The Business Development Branch (BDB) is the largest and most active section of Ontario House. Response from the large number of Ontario manufacturers using BDB services during the year showed that the further rise in import duties (implemented as part of Britain's progress towards full membership of the European Economic Community) did not present a real obstacle in the export of Ontario manufactured goods to the U.K.

Despite difficult trading conditions in Britain during 1974, a 15 per cent increase was recorded in the total of cash sales and pending orders made by Ontario companies and their U.K. agents and distributors using BDB services.

The Business Development Branch is putting increasing emphasis on opportunities open to Ontario companies in the U.K. in two huge markets for which annual purchases outside Britain exceed \$5 - billion: the British sector of the North Sea oil and gas industry is one of the world's fastest-growing energy fields, requiring a complete range of conventional as well as specialized equipment and products for use on rigs and at onshore installations; over 600 British export houses traditionally supply a vast and diverse product range to Middle East, African and Asian countries.

Ontario manufactured goods of every type are now exported to Britain - significant evidence of the ability of the Province's manufacturers to compete in international markets and encouragement for those considering exporting for the first time.

An estimated total of \$14,770,000 in cash and pending orders was placed with Ontario manufacturers or their U.K. agents at trade shows, during sales missions, by incoming buyers and agents visiting Ontario, and through promotional activities for individual companies.

Participation was organized on behalf of 33 manufacturers from the Province at three international trade shows in London covering the cleaning and maintenance industry, hospital equipment, and electrical instruments and components. Cash sales and pending orders taken totalled \$3,184,000.

Nine trade shows were held at the BDB Display Centre by U.K. representatives of Ontario manufacturers. One of the exhibiting companies reported sales worth \$240,000. During the year 10 separate window displays covering products of 29 Ontario manufacturers were installed at Ontario House.

Three Ontario sales missions visited the U.K. during the year seeking sales distribution and licensees in Britain and Europe for their goods. Cash sales and opening orders for the three missions amounted to over \$640,000 and total first year sales plus return on royalties and orders for components were estimated at over \$4,290,000.

Introductory services offered by BDB were used by 597 Ontario manufacturers. Representatives from 275 companies visited Ontario House, and 1,166 business appointments were arranged: with BDB help, 117 companies completed arrangements for U.K. representation, and 320 Ontario manufacturers were furnished with more than 592 serious enquiries from British companies interested in their products.

Buyers from 13 British companies visited the Province to purchase or seek U.K. representation for Ontario products, under arrangements carried out by BDB with the Division of Trade.

Highlighting BDB activities in the other direction was the start of construction by a British company of a garment-making plant in Barrie. Ultimately the plant will employ 650 people, and it is expected to be one of the largest of its kind in Canada. Manufacturing will begin in 1975.

Over 300 serious enquiries were received from British companies interested in having their products manufactured in Ontario. Of these, 270 were directed towards licensing or joint venture arrangements with Ontario companies, and 30 in establishing branch plants.

Visits to the Province were arranged for 18 representatives of British companies to investigate opportunities for manufacture of their products in Ontario.

Promotional work by tourism business counselling staff at Ontario House covering Britain, Holland, Belgium, Luxemburg, France, and Scandinavia, continued and was extended during the year. Overall, tourist traffic from Europe maintained remarkably high levels against a pattern of economic difficulties in many countries. Ontario's share of total European traffic to all of Canada is still over 55 per cent.

Growth in the rate of travel from Britain to Ontario slowed during the year. As the U.K. is the Province's largest single source of overseas visitors, the fall in numbers here affected the total of visitors to Ontario from all of Europe compared with 1973. However, with increase in visitors from the other countries, arrivals in 1974 are expected again to be about 470,000.

A Tourism Fact-Finding Mission to Europe in June (the first-ever from Ontario, or Canada), was led by the Minister. Mission members started

commercial negotiations during the visit, resulting in new business. Meetings with top travel trade executives produced valuable and practical ideas about increased effectiveness in promotion and marketing of tourism to Ontario.

Activity during 1975 will concentrate on growth areas such as Scandinavia and Holland, while still preserving the high degree of involvement with Britain.

The need for specialist manpower by Ontario manufacturers (not available in Canada) continued strongly throughout 1974. The Selective Placement Service (SPS), through personnel recruitment programs in the United Kingdom and other parts of Europe, helped to fill these needs and in doing so completed its busiest-ever year.

A total of 188 manufacturers used SPS to help them find key personnel; 120 companies travelled to Europe to interview prospective employees, and used interviewing and office service facilities at Ontario House. As a result, 1,740 offers of employment were made to individuals, with an acceptance rate of over 80 per cent.

Experience shows that for each of these skilled or professionally qualified persons from outside the Province placed in employment in Ontario, four extra jobs are created for local ancillary and semi-skilled workers. In 1974, an estimated total of 5,600 new jobs were created in the Province as a result of activities carried out by SPS. Also by recruiting in the U.K., some companies have been able to keep existing production lines open – thus saving jobs.

Large and small Ontario companies sought many different types of workers – from engineers, machinists and fitters (the two largest single groups) to welders, farm workers, electricians, electrical and mechanical draftsmen, toolmakers, mechanics, technicians, (various disciplines), structural metal workers, systems analysts, and computer operators.

The spread of news and information about Ontario in the U.K. covering business, tourism, social, cultural, educational and similar matters, is carried out by Information Services.

Activities involve preparation of press releases and articles distributed to newspapers, consumer, trade and technical magazines and the media in support of operational programs by the various branches. Activities also take in editing of *Ontario Bulletin*. It appears ten times annually and is circulated to a readership of over 7,000. News coverage of visiting Ontario trade missions, groups and individuals is circulated to Ontario newspapers, press and media.

Information Services acts as an information and contact source for U.K. press, and provides liaison for visits of journalists and TV and film camera crews to the Province.

Other activities cover organizing the overall Ontario House window display program, and arranging press conferences and similar events.



Excerpt from an address by Ward Cornell the Agent General of Ontario in the United Kingdom; Delivered to the Empire Club, Toronto, October, 1974.

Let me tell you briefly some of the things we are working on. In the area of Business Development, which is the Trade and Industry side of our operation, Ontario House assists about thirteen missions per year. These missions in a broad canopy can be called sales missions. Some of them are direct sales missions. Small Ontario business firms send a representative on a ministry organized mission. Upon arrival in the United Kingdom, Ontario House has organized the itinerary of each so that he has the opportunity to sell his product to wholesalers or retailers or, more likely, secure for himself an agent of distribution.

The second most common project is an "Exhibition" Mission. We encourage Ontario business firms to participate with other Ontario colleagues to show their wares at some large trade exhibition in the United Kingdom. Scotland is fertile ground these days.

In this past year, we have enjoyed tremendous success at two exhibitions at which the cash sales done right on the exhibition floor totalled over \$2,000,000. The forecast for future sales was just as encouraging and satisfying.

Three other missions, product prospecting missions licensing missions and business opportunity missions, are designed to add to our gross provincial product and to create new employment possibilities for our citizens.

Ontario House also offers a day-by-day on-going business development program. We are constantly supplying information upon request from Ontario businessmen who contact us. We offer a similar service to the British community who wonder what opportunities exist for them in the Ontario market-place.

Tourism is another important part of our United Kingdom operation. Our thrust over the past two years has been to focus our

attention and energy on the Travel Trade. The Travel Trade are the carriers, the travel agents and the package tour operators. It was our belief, and our plan, to concentrate our efforts on these sources rather than engaging in a large mass-communication program in order to increase European travel to Ontario.

At the end of the 1971 fiscal year, statistics showed that 370,000 people came from Europe to Canada with approximately 200,000 (55%) of those people going to Ontario. At the end of the 1973 fiscal year, two years later, 790,000 Europeans visited Canada, 477,000 of them coming to Ontario. In short, tourist travel from Europe to Canada doubled in two years and about 60% of them came to Ontario.

SELECTIVE PLACEMENT

Selective placement, at the present time, is perhaps the most interesting working section at Ontario House. This important service was the basic reason for Ontario first establishing an office in the United Kingdom over 100 years ago. Immigration and manpower is a federal responsibility. Selective placement is the term that Ontario now uses as the service offered to Ontario business and which, assists, supports, and complements the federal service. An Ontario businessman needs certain skills. He goes through Canada Manpower, and, when these skills are unavailable in the Canadian market, he secures permission to seek outside the country for specialized personnel. The Ontario businessman then comes to our ministry and through the selective placement section initiates a recruitment program.

In the first ten months of 1974, Ontario House has handled the recruitment programs for 175 Ontario companies and has recruited 1,400 specialized people compared to 96 companies served last year and 600 successful applicants.

Moving now to the representational aspect of the Agent General's responsibilities, it can best be described as assuming all of those duties that pertain to the government as a whole or duties on behalf of one of the other ministries of government apart from Industry and Tourism. In the past twelve months, Ontario House has worked on projects with almost every other ministry of our government and these projects range from fact-finding research on "new towns" and "regional government" to working with officials at the High Commission in the long pursuit to sell Candu to the British.

Many of these representational responsibilities involve dealings with the Canadian High Commission and the other provincial houses. I cannot let the opportunity pass without a comment on the new Canadian spirit that exists in Great Britain and the role that my fellow Agents General and the Canadian High Commissioner play in creating this spirit.

The co-operation, the rapport that exists between Canada House and Ontario House, and all the provincial houses, helps to make the Canadian presence in the British community a vital one.

ONTARIO BUSINESS SUCCESS STORIES

A fertilizer produced in Ontario, Plant Prod now has formulations sold to Holland, France, Britain, Scandinavia, and Plant Prod is being developed in Brazil (below) for the South American market.



MINISTRY'S CONTACT ASSURES MARKET EXPANSION FOR PLANT FOOD PRODUCER

Plant Products Co. Ltd. of Canada, Bramalea, a wholly owned Canadian Company, was incorporated in 1945 with an eye to developing specialized products for horticulture and agriculture.

Through the late forties and early fifties, the company developed a fully water soluble, powdered crystalline foliar fertilizer. (A type of liquid fertilizer which is usually applied to the above ground portions of the plant).

It was trade-named "Plant Prod" and today formulations are sold to Holland, France, Britain, Denmark, Sweden, Norway and several South and Central American countries as well as Canada and the U.S.

One of the South American countries that Plant Products exports to is Brazil. Beginning modestly in 1971, the Brazilian market developed to a very healthy one by 1974, at which time the trade was threatened by increasing Brazilian import restrictions as well as costly and time-consuming delivery problems.

Roger Fisher, president of Plant Products, had attempted to establish a liaison facility in Brazil but this too had proved unsuccessful.

Then, during a Ministry of Industry and Tourism Trade Mission to Brazil, Mr. Fisher established a joint venture with Astex, a Brazilian industrial firm. Initially envisioned as a licensing/royalties agreement, this venture, with ongoing liaison provided by the Ministry's São Paulo office, has grown into a tentative agreement to manufacture Plant Prod in Brazil, not only for the domestic Brazilian market and for export to other South American countries but eventually for export to South African countries as well.

At all stages of these negotiations Mr. Fisher utilized the services of the Ministry to facilitate his dealing in Brazil.



MISSION ABROAD STARTS JOINT VENTURE FOR UNIQUE NEW WRENCHES

Plastic Surface Finishers Ltd., Whitby, Ontario, has purchased patents from Lacrex Brevetti SA, of Switzerland, and has formed a new company, PSF Uni-Tools to market such products as all-purpose, self-tightening wrenches, plastic hose connectors and a hand-held ratchet device for screwdrivers.

Luba Veselinovic, president of Plastic Surface Finishers, reached agreement with the Swiss firm during a Ministry of Industry and Tourism Product Prospecting Mission to West Germany in 1974.

During the mission, Mr. Veselinovic met with Max Pasvrig, head of Lacrex, and inventor of the products.

The self-tightening wrenches are protected by world-wide patents, and in 1973 won the best invention of the year prizes in world invention fairs at Brussels and Geneva. The principle of the wrenches is simplicity itself – the harder the wrench handle is pulled, the tighter the grip on the nut or bolt.

The Uni-Wrench, a box-end wrench, is a complete set of wrenches in one, fitting all nuts and bolts and pipes in size from 5/16 to 1 inch, or 8 to 24 mm. It also fits any shape, whether square, round, hexagonal, octagonal, battered or worn.

For those applications where an open-end wrench is necessary, the company will also supply three models of what it calls Lockjaws. This wrench will provide similar functions as the Uni-Wrench in sizes ranging from as small as 3/16 of an inch to 1 1/2 inch.

The wrenches are ideal for anyone having to switch tools to metric sizes.

It is the firm's intention to fabricate the tools themselves and space for such production has been set aside in a new building in Whitby's industrial park.

DIRECT LIAISON IN BRAZIL MARKET AIDS PARTS MANUFACTURER

Kenebuc (Galt) Ltd. is a highly specialized manufacturer of automotive parts, specifically clutch diaphragms. Formed in 1962, Kenebuc has enjoyed steady growth, largely manufacturing diaphragms for "original equipment" clutches for U.S. automakers. In most years this constitutes approximately 90% of their activity.

The remainder of their business consists of making similar parts for Japanese cars. Nearly 90% of their total business is for export, mostly to the U.S., but also to the Philippines, South Africa, Mexico, Venezuela and Brazil.

Introduced to North America as a result of a Ministry Product Prospecting Mission to Europe, these new closed-end and open-end wrenches fitting any nut will be manufactured by PSF Uni-Tools, Whitby.

It was in connection with a Brazilian order that R. Mitten, President of Kenebuc ran into a problem. He had been supplying clutch diaphragms to Borg Warner of Brazil through Borg and Beck (Michigan) when a large order (\$250,000 Can.) was cancelled due to delays in the U.S. He attempted to correct the situation by calling Brazil directly but the communications barrier proved too difficult.

Confronted with a very difficult situation, Mr. Mitten recalled a Trade Mission of the Ministry of Industry and Tourism he had participated in, and he called the Ministry to see if some assistance could be arranged.

Our Ministry asked our office in São Paulo to act on Kenebuc's behalf and Ennio Vita-Finzi, of that office, managed to arrange a meeting to attempt a resolution to the problem.

Mr. Mitten travelled to Brazil and met there with Mr. Vita-Finzi and subsequently with the Borg Warner (Brazil) people.

As a result of the efforts of our São Paulo office the sale was saved and Kenebuc was invited to quote on three more large orders.

Kenebuc now deals directly with Borg Warner (Brazil) with the liaison provided by our São Paulo office, and Mr. Mitten looks forward to a profitable business relationship with Borg Warner (Brazil) that would otherwise have been very difficult, if not impossible.

LICENSING AGREEMENT BRINGS NEW LINE MORE SALES

A contrast to many of the licensing agreements reported in the Review which refer to technical and hardware type items, is the recent licensing contract between Elan Body Fashions Limited of Toronto and Munsingwear Inc. of Minneapolis.

Elan Body Fashions Limited is a Canadian manufacturer of women's undergarments, established just three years in this competitive field. Munsingwear is a \$100 million company with 4,500 employees, which manufactures and sells men's and women's sports clothing and women's undergarments.

The Ontario licensee will make and sell the internationally known "Vassarette" line of middle and upper priced bras, girdles, lingerie, robes and loungewear.

President of Elan, William Moss is enthusiastic about the agreement and estimates that first year Canadian sales will amount to \$500,000, and increase employment by about 25 persons.

Elan Body Fashions has six salesmen across Canada and plans to add more. The company sells through major outlets such as Eaton's, Simpsons Sears, The Bay and other fine retail stores.

This licensing agreement resulted from contacts with the Ministry's office in Minneapolis and a listing by Munsingwear in the *Manufacturing Opportunities Bulletin*.

DIVISION OF TOURISM

Ontario is a great product to sell. A beautiful Province, rich in wilderness, wildlife, lakes and waterways; richly cultural urban areas; a clean and pleasant Province to visit and an exciting and a great place to live.



Now, it is our task in this Division to make more people than ever before desirous of our product. We do this two ways — directly and indirectly. Directly, by promotion to the consumer; the traveler, vacationer and citizen. Indirectly, by promotion to the tourism industry itself; travel agents, hotel and motel operators, restaurant owners, transportation companies and the like.

There is a logical progression we must take in order to accomplish these aims.

First, we apply research. We must ask questions, dig, investigate. What does the industry need? What are its problems? How can these be solved? What are the opportunities and how do we capitalize on them? How can we get the best job done?

Then we work hard to *develop* the industry. We communicate with, advise and consult with, work "on the inside" with the private sector businesses themselves; the owners and operators; the managers and employees; the agents and entrepreneurs. We encourage them to improve what Ontario already has; to build where growth is needed and see that more facilities are available, more events are planned and more reasons are offered to travelers to come to Ontario.

We encourage the making of improvements and building of new facilities. In short, the Development sector of the Division does everything in its power to make a better "product" available . . . and thus more saleable.

Then we market. Once Development has its "house in order", we then have a better product to sell. Marketing advertising and promotion is actively carried on in all media, all year 'round, to promote Ontario not only in Ontario, border Provinces and border States, but in faraway places as well. You will see the specifics in the sections that follow.

Over the past year our research and development sectors have identified some of our problems. These lie in regional disparities, i.e. more people visiting major urban and resort areas than Northern Ontario or rural areas of the Province; lack of skilled management and problems in securing trained personnel; shortages in capital and difficulty in obtaining it for expansion.

But we've also identified the opportunities. With better planning, more forward thinking and increased communication between the private sector and the Ministry and, in fact, between the members of the industry themselves and with a greater emphasis on tourism development, many of these problems will be alleviated.

The Tourism Development sector saw a year of unparalleled activity. The Hon. Claude Bennett, toured the Province during two consecutive summers and as a result of his tours, many of the problems mentioned above were aired at the Ministerial level and action was taken on them. A basic change in policy was

implemented and tourism received priority consideration for capital development and improvement. As a result, over \$22 million in loans were made from the Development Corporations of Ontario to the tourism industry. This is in contrast with little more than \$2 million over the previous seven years. On several speaking tours, both the Minister and the Executive Director of the Division of Tourism have discussed many new ideas with members of the Province's tourism industry. Private lending institutions have also been encouraged by the Ministry to re-think their present reluctance to invest in Ontario tourism establishments.

The overall result is one of a revitalized, ever-improving industry — one with some concrete goals set out for the future. These goals cover every area of need within the industry. Volume and diversity of travel opportunity within the Province are to be increased; the efficiency of the industry itself is to be enhanced; the quality of the vacation experience within Ontario is to be better for every visitor and for every resident.

ONTARIO'S TOURISM INDUSTRY

The tourism industry is vital to the economic structure of this Province. Domestic and foreign travel resulted in expenditures of close to 1.9 Billion dollars in Ontario in 1973. Tourism is labor intensive, providing direct and indirect jobs, often providing them in areas where other development opportunities are limited or lacking.

The co-operative interaction of the Tourism Industry's many components including government, results in tourism revenue, employment and tax revenues for three levels of government. Moreover, aspects of tourism such as recreation, historic restorations, fine restaurants contribute to a richer quality of life for residents and visitors alike.



Oktoberfest (top), a popular ten day festival, attracts crowds to the Kitchener-Waterloo area. (Centre): An outstanding restoration now nearing completion at Thunder Bay, Fort William Historic Park will have 50 buildings and many craft shops. (Below): More than 13 million visitors per year come to Niagara Falls, world renowned for scenic splendor.



TOURISM MARKETING BRANCH

CUSTOMER SALES & SERVICE SECTION

The Customer Sales & Service Section is the travel counselling arm of the Ministry in dealing with individual prospective tourists before their actual visit and with individual visitors once they are within the Province. To reach these two markets and increase knowledge of Ontario's product to the consumer, particular emphasis is placed on cooperative, promotional and educational programs with travel information outlets both in and out of Province who counsel on Ontario's behalf.

TRAVEL COUNSELLING

As a result of the Ministry's mass media communications, some 200,000 tourist prospects contacted this section for travel counselling and travel literature. The function of the CS&S section is to convert these interested prospects into actual visitors. Due to the specific nature of our 1974 advertising, many of these prospects received personalized, detailed letter replies in order to achieve a higher rate of conversion from prospect to actual visitor.

As a means of providing prospect leads to all segments of Ontario's tourist industry, the Enquiry List is produced and distributed daily to Regional Tourist Councils, Chambers of Commerce and accommodation operators, within the Province.

This listing of specific interest enquiries from potential visitors is designed to assist all segments of Ontario's tourist industry in attracting tourists to their particular areas and/or establishments. The content is compiled from mail and telephone enquiries received in the head office as well as from direct contact with the public at sports and travel shows in which the Ministry participates in the U.S. market.

PROMOTIONAL PROGRAM

The promotional programs of CS&S are geared towards direct contact with potential Ontario travellers to provide them with information on the Province's facilities. Arrangements are made with major Ontario and U.S. retailers and malls to promote Ontario on their premises and provide travel counselling facilities for shoppers.

Ontario Travel Counsellors are featured on TV talk shows, radio interviews, with particular emphasis placed on special interest vacations and areas. In addition, Ontario presentations are made to special interest groups/meetings in our prime market area to make individuals aware of potential vacation possibilities. Trip planners of these groups are conducted on familiarization tours to assist them in planning club trips to Ontario.

Direct personal contact with skiers in the Detroit and Cleveland areas is made through major ski shows. Ontario Ski Operators offering package plans for these people exhibit with the Ministry. A third market, Chicago, will be investigated in 1975.

PUBLICATIONS PROGRAM

A prime function of this section is the development of the Ministry's publications program based on the trends and needs of prospective tourists and actual visitors. The following Ministry publications are distributed in the Province through Ministry Travel Information Centres, Regional Tourist Councils, Chambers of Commerce and Auto Clubs. In addition, supplies are forwarded to offices of the CGOT, auto clubs, touring services and travel trade outlets in the U.S.:

Ontario/Canada – How it Was. How it Is. How it Will Be.

—a prestige book designed for prospective first time visitors to give them a general idea of what Ontario has to offer. In words and pictures it evokes the sense of Ontario's rich heritage, her present appeals and exciting future.

Outdoor Sportsman

—for the avid hunter and fisherman, this publication describes Ontario's fish and game, locations, ranges as well as the outfitters and fly-in operators offering specific package plans.

The Traveller's Encyclopaedia of Ontario

—the major informational publication which describes the twelve varied areas of the Province, points of interest, attractions, events and suggested sight-seeing tours to help the traveller enjoy his trip to the fullest.

Heritage Highways

—bilingual booklet describing the Heritage Highway route from Niagara Falls in Ontario through southern Ontario and Quebec.

Ontario Camping

—contains a general description of camping in the Province, pictorially illustrated and a complete listing of the National, Provincial and private parks and conservation areas. Canoe Outfitters are also listed.

Ontario Boating

—contains an illustrated description of the boating areas in the Province together with a complete listing of the marine facilities.

Ontario Accommodation Guide

—a complete list in one book of the accommodation throughout the Province listing all facilities and sample rates.

Indexed Accommodation Guide

—reference book for Travel Counsellors, listing all accommodation by name alphabetically and reference page number in the accommodation guide. (restricted quantity)

Ontario Events and Attractions

—an annual listing of major dates designed for the pre-planner.

Ontario Events

—Spring, Summer, Fall and Winter. These publications list all events in the Province

and are issued quarterly to obtain last minute details for the visitor who has arrived in the Province.

Ontario Winter Adventures

—the many winter outdoor activities are described giving details of Alpine ski facilities, Cross country trails, Snowmobile trails, winter camping parks and ice fishing establishments.

TRAINING PROGRAMS

To educate those outlets in Canada and the U.S. who counsel on behalf of Ontario, a number of programs have been developed to encourage them to consider Ontario favorably as a desirable tourist destination, and to persuade them to influence their own clients or members in favor of an Ontario vacation. A new *Travel Counsellors Directory* was produced containing specific, detailed information on all aspects of Ontario tourism to ensure that counsellors have accurate information on hand. Some 2,000 outlets will use this publication and are advised periodically as to changes, additions, etc. to ensure accuracy.

A planned program of familiarization visits is an on-going action designed to provide Ministry counselling staff with firsthand knowledge of our tourism product, and to up-date the Section's reference information section.

MINISTRY TRAVEL INFORMATION CENTRES

The Ministry operates 9 permanent and 9 seasonal information centres at the major border crossing points to the Province. In addition 18 seasonal centres are located along the 401 Highway in the service stations. In 1974, some 795,077 enquiries were received at these centres, providing approximately 2,385,231 visitors with travel information. In addition to distributing Ministry literature, they also distributed local and regional brochures to ensure the traveller had complete knowledge of all provincial facilities.

ONTARIO RECOGNIZED TOURIST INFORMATION CENTRES

In addition to the Ministry's Travel Information Centres, 129 Chambers of Commerce, Regional Tourist Councils, Visitors and Convention Bureaus are recognized by the Ministry as providing travel counselling facilities to the public and are therefore provided with Ministry literature and counsellors Manuals. As these centres primarily exist to promote their immediate area, this Ministry encourages their promotion of the whole Province through our literature distribution program, as well as assistance in their promotional activities to increase visitor awareness of their product.

AUTOMOBILE CLUBS – ONTARIO, CANADA AND U.S.

A total of 700 clubs within our major market areas are provided with Ontario literature and training manuals. In addition to familiarization tours conducted by the Travel Trade section, auto club

counsellors are involved in this Ministry's staff tours for our own counsellors and special seminars with auto clubs in their offices are under development.

CGOT OFFICES – OTTAWA, U.S. AND OVERSEAS

The Canadian Government Offices of Tourism in the United States and Overseas are in effect outlets for the dissemination of Ontario travel literature and counselling.

ADVERTISING

The Ministry's tourism advertising program is designed to build awareness of Ontario as a year-round vacation destination, offering province-wide variety in scenery and attractions to appeal to all type of vacationers.

ADVERTISING OBJECTIVES

1. To continue placing a strong communications program in those United States markets having the greatest potential for Ontario tourism, in order to increase their awareness of Ontario advertising and improve their intentions to visit the Province.

2. To persuade Ontario residents and those in neighboring Provinces that Ontario has much to offer them for Spring, Summer, Fall and Winter vacations.

For 1975/76 the following is the definition of markets:

- MARKET I, DOMESTIC encompasses Ontario, Quebec and Manitoba.
- MARKET I, U.S.A. will encompass United States markets within 150 miles of the Ontario border.
- MARKET II, U.S.A. will contain markets 150 to 350 miles away.

ADVERTISING ACTIVITY – DOMESTIC

In 1974/75 the Ministry increased Domestic expenditures in order to offset heavy spending levels by major, competitive travel advertisers in the Ontario marketplace, such as: United States Travel Service, Jamaica, Bermuda, Nova Scotia, New Brunswick and Britain.

The Spring/Summer spending levels were maintained, but increased emphasis was given to Fall and Winter seasons.

The expenditure formula was as follows:

- Spring/Summer – 46%
- Fall – 26%
- Winter – 28%

Newspaper coverage was extended to 8 more markets in Southern Ontario. Three more Southern Ontario TV markets were added for a total of 11 covering approximately 97% of our target market.

Radio coverage on 5 stations in the Toronto/Hamilton area encourages more In-province Summer travel. Four outdoor billboards in the Toronto market emphasized travel to Northern Ontario. This multi-media campaign was extended into the Fall and Winter periods with newspapers and outdoor coverage added to TV for the first time.

For 1975/76 Market I, *Domestic* will see 30 and 60 second television commercials placed in 9 major Ontario markets plus Winnipeg and Montreal for a total of 11 markets. The Spring/Summer advertising period will see a selection of 8 commercials; Fall will have 3 commercials while Winter has 4 commercials.

Newspapers will reach into 34 Domestic markets, an increase of 18 markets in Southern Ontario, plus the

markets of Winnipeg and Montreal. All advertisements will be black and white insertions on a rotation for frequency basis run on Page 3 in Canadian newspapers.

Radio will be selectively bought in Market I, *Domestic* only, during the Spring/Summer and Fall advertising periods in order to support "impulse" travel decisions. There will be 12-60 second commercials placed in 10 prime Ontario markets, an 8 market increase over 1974.

Radio commercials will consist of 4 general spots and 8 "Events" spots aired in rotation. The general spots will promote those types of events or activities which run all summer long. The events spots will change each week of the campaign with each spot highlighting the activities of the following week and particularly weekend events.

Use of outdoor billboards in the Toronto market will be continued this year emphasizing travel to Northern Ontario.

DOMESTIC ADVERTISING ACHIEVEMENT

In 1974, a three market awareness study was undertaken in London, Winnipeg and Montreal to evaluate advertising performance. Interviewing was conducted in Montreal with French speaking respondents only.

Details Remembered About the Advertising – Up from last year's level. About eight in ten who saw this year's advertising could remember at least one detail, versus fewer than seven in ten last year.

Ratings of Selected Vacation Places – There was little change this year from last year, except in Montreal, where Ontario showed a significant gain in desirability.

Television commercials for Ontario recommend "Adventure Vacations" at attractions throughout the Province.

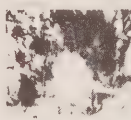
This magazine advertisement series was developed for the New Yorker.



Ontario/Canada


Write: Adventure Vacations
Queen's Park, Toronto

Last of the Great Excursions



Architectural splendour and historic significance are the hallmarks of the last of the great excursions. The architecture is a masterpiece of the late 19th and early 20th centuries. The building is a landmark of the city and a must-see for all visitors.

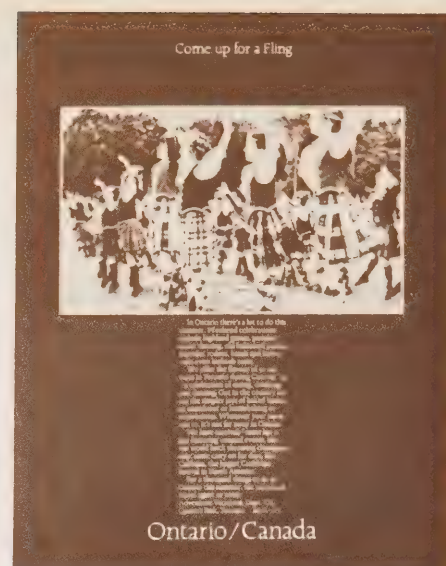
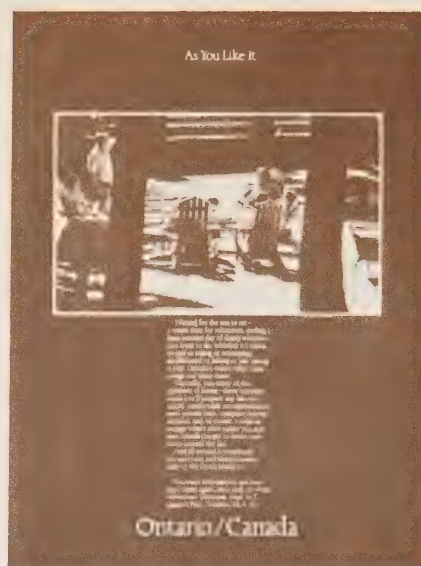
Cities of the North



The cities of the north are a treasure trove of history and culture. From the rugged beauty of the mountains to the vibrant life of the cities, there is something for everyone. Discover the wonders of the north today.

Ontario Canada

Ontario Canada



Appealing photography and brief attraction copy on Ontario is the keynote of these color magazine advertisements appearing in Canadian and U.S. markets.

ADVERTISING ACTIVITY – U.S.A.

Advertising in 1974 was concentrated in 45 major U.S. markets in the 12 states of New York, Connecticut, Rhode Island, Maryland, Massachusetts, Ohio, Illinois, Michigan, Indiana, Wisconsin, Minnesota, Pennsylvania and the national capital Washington D.C., for a total of 13 target areas.

The seasonal emphasis in expenditures for the U.S. markets was as follows:

	1974-75
Spring/Summer	57%
Fall	23%
Winter	20%

There will be a shift in the percentage of expenditures to the 1975/76 Spring/Summer period to reflect the need to extend the reach of Ontario's long term traffic flows and revenue from the U.S. auto traveller in the face of economic pressure on discretionary income.

In 1974/75 a mixed media approach was applied to each season's campaign. The budget was allocated on the basis of 75% broadcast and 25% to print media.

An extensive Spring/Summer newspaper schedule was used to complement the television campaign aimed at the nearby U.S. market. Daily newspaper offer a strong back-up to television, making it possible to offer specific and timely information to the mass market at reasonable cost.

For 1975/76 in the U.S.A. a television mix of 30 and 60 second commercials will concentrate in 43 major markets on a year round basis.

MARKET I, U.S.A.

This marketplace will have the same motivational emphasis as Domestic, Market I.

MARKET II, U.S.A.

In this marketplace education and awareness of Ontario travel destinations through the audio message are the two major communication objectives.

Daily newspapers will support the television image campaign. As a medium, newspaper provides high reach (84%) of adults per issue and make it possible to present timely and detailed information on specific attractions, events and package tours.

MARKET I, U.S.A.

The ads will be graphically similar to the Domestic, but the copy will emphasize activities and attractions for all seasons to stimulate travel to Ontario. Fifteen markets will be reached in each season.

In market II our advertisements will be bigger in order to capture the reader's attention for Ontario's educational tourism message. More reasons to make the longer trip will be offered along with information to help clear up any imagined obstacles for a trip to Ontario.

MARKET II, U.S.A.

Five new ads suggest easy access to Ontario, variety of things to see and do, plus offer information about Ontario for the potential traveller. Ads for Spring/Summer and Fall will reach into 36 markets while the Winter ad will go into 3 markets.

U.S.A. ADVERTISING ACHIEVEMENT

In July, 1974, a five market consumer awareness study was performed in Columbus, Minneapolis, Grand Rapids, Philadelphia and Pittsburgh as part of a continuing program to evaluate Ontario advertising performance.

RATINGS OF SELECTED VACATION PLACES

Both Canada and Ontario continue to be highly regarded as vacation destinations when compared to other tourist attractions in the United States.

RESEARCH

We will continue research through focus interviews in the U.S.A., Ontario and Quebec. The Ontario study will be conducted in the urban areas

The Grand Tour

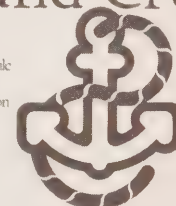
Experience the best of Ontario's scenic beauty, historic sites, and cultural attractions on a comfortable, air-conditioned tour bus. Choose from a variety of itineraries to suit your needs and budget. Book today for the most exciting and memorable vacation experience of your life.



Ontario/Canada

Inland Cruises

This summer, while away the hours counting sands on one of our many picturesque day cruises.



Ontario/Canada

Northern Delights & Creature Comforts

Swim, sun, fish, hike, sail, ride, play golf, tennis, shuffleboard in a woodland setting with all the comforts of home.



Ontario/Canada

Vacations during Ontario's changing seasons and at outstanding locales and events are highlighted in this continuing series of newspaper advertisements.

(Toronto/Hamilton) and will seek to identify the potential intra-province travellers to Northern Ontario.

A specific research study through French-speaking-only focus groups will be undertaken in Quebec in order to understand what their needs are, in order to increase tourism from that province to this.

These surveys continually tell us about travel perceptions, expectations, awareness, attitudes and intent to travel enabling us to update our advertising messages constantly. This research is essential to the creative process, identifying needs and product benefits to stimulate travel to and in Ontario.

CREATIVE CONCEPTS.

It is exciting to convey graphically the sights and sounds of Ontario — our resources, parks, historic sites, attractions, events and hospitality.

In 1974, the Spring/Summer TV commercials included such titles as: Bush Pilot, Urban, Fort Henry, Shelburne, Caribana, just to name a few.

The Fall and Winter commercials included: Urban, Resort, Winter Carnival, Hot Dog, Skiing.

The successful newspaper format was retained and subjects included: Northern Delights, Polar Bear, The Grand Tour, Fort William, Chinese Exhibition, The Reds Are Coming and Snow Train, among others.

An all-new magazine campaign was developed.

In all media additional emphasis was given to Northern Ontario.

Essentially, creative concepts for Domestic applied to the U.S. campaign with this exception: a multi-image television spot and newspaper ad on the specifics of travel to Ontario from the U.S. highlighted such appeals as, "less than a day's drive away, no passport needed to cross the border, good weather, roads, accommodation and friendly people".

A booklet was prepared featuring the Division of Tourism programs with particular emphasis on marketing, for distribution to Regional Travel Associations, Travel Trade Associations, CGOT offices, Convention Bureaus, the Travel Trade, etc.

Creative strategies for print, television and radio in 1975/76 will have some new approaches.

CO-OPERATIVE PROMOTIONS

HERITAGE HIGHWAYS

The governments of the Provinces of Ontario and Quebec initiated the Heritage Highway project seven years ago, thus bringing together in a spirit of co-operation two cultures, linked by destiny and 400 years of history. Heritage Highways has been termed North America's most favored tourist route — an interprovincial tour that begins at Niagara Falls and ends at Percé Rock on the eastern extremity of the Gaspé Peninsula.

Advertising in 1974 was carried out by Quebec's advertising agency, who

retained the five-minute program format on television, incorporating new film footage shot on location during the summer of 1973, to improve and update the quality of the six program segments.

The bilingual Heritage Highways publication was re-run in a quantity of 150,000 with costs split 50/50 between Ontario and Quebec. Production was supervised by our Ministry with minimal revision to copy and photo content.

Highway signing at 5-mile intervals from Windsor to Percé, an essential element in the program, was undertaken this year by the two Provinces utilizing a distinctive symbol of a pioneer's wagon wheel in white against a brown background to mark this historic/scenic route.

The 1975 campaign on TV will run in April, May and June.

Print media will be weekend rotogravure placed in the Canadian Magazine and Weekend Magazine to penetrate 15 English markets. Seven French markets will be reached by *Perspectives*.

A post-campaign advertising awareness and recall study will be conducted to evaluate the program.

The bilingual publication will be updated and revised under the supervision of the Quebec Department of Tourism.

STRATFORD

The Ontario Film Institute, Stratford Festival and our Ministry annually sponsor the Stratford International Film Festival

during mid-September to generate interest in the film arts and to encourage "shoulder season" travel.

SOUTHERN CALIFORNIA

For 1975/76, we will continue to develop the Southern California market with our partners Air Canada, Quebec and the CGOT.

TRAVEL TRADE SECTION

The Ministry's Travel Trade Program embraces a promotional activity directed towards the travel industry, and is designed to stimulate tourism to and within Ontario through all segments of the North American and worldwide trade on a year-round, all-seasons basis.

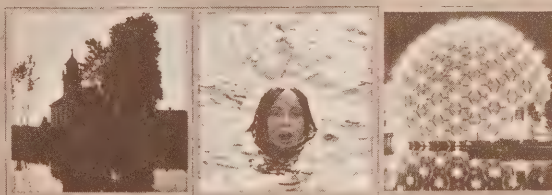
Particular emphasis is placed on the development of package tour and special interest group travel programs with carriers/tour operators/travel wholesalers in selected prime market areas, and on the dissemination of travel information regarding Ontario's tourism product to travel agents and group travel prospects.

Through regular contact and effective marketing methods, significant results are being achieved, and travel trade organizations are increasingly providing greater emphasis to Ontario travel and vacation possibilities in their tour programs and merchandising activities.

Assistance is provided to them in the form of customized tour routings, travel

The handsome Gold Book is exciting, eye-filling reading for the uncommitted traveller thinking about an Ontario vacation. This Gold Lure won a best-of-show citation at the Art Director's Club of Toronto.

ONTARIO/CANADA



How it was

How it is

How it will be

itinerary costing, reservation and booking arrangements, production of promotional brochures and tour folders, and planning aid in conjunction with individual or group tour and travel programs. Specialized information of particular interest to the travel trade is also supplied regularly regarding accommodation, transportation, sightseeing, touring facilities and travel conditions within Ontario.

In-province, an on-going emphasis is directed towards the encouragement of Ontario tour operators to expand facilities for ground handling and reception services and to create a wider variety of attractive tour products suitable for merchandising in international markets.

PERSONAL CALLS AND PRESENTATIONS

These travel trade activities are supported by a planned program of personal calls on the various elements within the industry in Canada, U.S.A. and Europe, the regular distribution of travel information bulletins to key contacts to furnish pertinent, up-to-the-minute information on travel facilities and visitor attractions, sales seminars and audio visual presentations in the marketplace, and an extensive advertising campaign in the travel trade press in the U.S.A., Canada, the United Kingdom, Germany, France, Holland and Italy.

In Europe the travel trade promotion is supplemented by the presence of tourism specialists in the Ministry's offices in London and Frankfurt who are responsible for the effective application of the marketing program throughout Western Europe. Tourism specialists have also been placed in Japan and Los Angeles to work in these key markets.

An important part of the promotional program consists of familiarization visits to Ontario by selected key travel industry personnel, and each year a substantial number of automobile club counsellors, travel agents, and tour operators are given first-hand exposure to the Province's tourism product. Travel industry interests from the U.S.A., Europe, Japan, South America, Australia and Canada are typically represented by over 200 such educational visits annually.

Specialized reference literature is also produced and distributed, in the form of a Travel Agents Manual, an Ontario Tour Manual, plus other promotional material such as tour shells, posters and displays. For utilization in Europe a comprehensive brochure entitled Ontario/Canada Holidays has been introduced in English, French and German languages to acquaint prospective overseas travellers with Ontario's many visitor appeals and attractive touring facilities. This brochure has also been produced in a Japanese version and a version in Italian is planned.

CONVENTION SERVICES

This new and related group sales activity was initiated in 1972 as a means of stimulating an increased number of conventions and meetings both to and within Ontario, and to encourage



Facilities publications for the Ontario traveller include Boating, Accommodations, Camping, and Winter Adventures.

delegates to stay longer and travel further for recreational and vacation purposes within the Province.

A program of frequent contact with Ontario Convention Bureaus and Chambers of Commerce was commenced in order to establish effective areas of co-operation in developing a larger share of this lucrative tourism market for the benefit of the various communities. This program of co-operative planning was extended to the resort sector of our accommodation industry as well as to other Provincial tourist associations.

Realizing that its program should be sales oriented, a prime activity was the development and distribution of convention and meeting leads to interested parties throughout the Province.

Advertising to the public in selected Canadian Industry publications (*Financial Post* Convention Issue; *Canadian Sales Meetings and Conventions*) started in September 1974. Prior to that, 52 leads, totalling over 90,000 delegate days, were distributed to Ontario Convention Bureaus, Chambers of Commerce, Tourist Associations and to private operators directly or through the Ministry's field offices. In addition, 35,000 pieces of tourism literature promoting pre- and post-convention travel in Ontario were either mailed to the delegate or made available to him through the convention organizing committee of over 80 associations.

Increased emphasis was placed on the provision of on-site travel counselling services for larger international groups in order to highlight Ontario's recreational and vacation opportunities, and the organizing of a program of post-



convention package tour possibilities was initiated.

During 1974, participation by Convention Services in sales presentations in key U.S. cities was undertaken on a co-operative basis with the Toronto and Ottawa Convention Bureaus. As a result, a total of six successful sales presentations were made by these two Ontario Bureaus to association and corporate meeting planners in the Washington, New York and Chicago areas.

This promotional activity relies extensively on the Ministry's international offices for prospect leads on meeting organizers who could be interested by the excellent group facilities offered in Ontario. In instances involving a significant volume of tourism revenue, the key contact will be invited to visit in order to personally examine the proposed site of the convention and to finalize the meeting arrangements.

Considerable attention is focussed on incentive travel possibilities as a source of expanded tourism, as well as the area of increased number of trade shows.



Visiting travel agents and tour operators from West Germany see the Ontario tourism product at first hand, guided by a Ministry travel trade supervisor.

Preliminary studies are now being undertaken to determine the size and scope of the conventions/meetings markets, and to analyze the Ministry's future marketing needs in terms of advertising, specialized promotional literature, and audio-visual communications.

TOURISM DEVELOPMENT BRANCH: 1974 ACTIVITIES

The Branch has established a series of tourism development strategies to respond to both current problems and future trends in Canadian and International tourism.

The *Industry Improvement* group maintained close contact with international, foreign, Canadian and Ontario tourism institutions and trade associations (UN, World Bank, World Organization of Tourism, Organization for Economic Co-operation and Development, Association Internationale d'Experts Scientifiques du Tourisme, Tourism Ministries, Canadian Government Office of Tourism, Travel Industry Association of Canada, The Joint Board of Ontario Travel Associations, Ontario Hotel and Motel Association, Ontario Motel Association, Association of Tourist Resorts of Ontario, Northern Ontario Tourist Outfitters Association, Canadian Restaurant Association, Ontario Marine Association, Ontario Private Campground Association, Ontario Ski Resort Association) collecting and evaluating information about their activities, positive achievements and useful tourism development methods.

A *cross-index system* was developed incorporating information about the main tourism industry segments (lodging, food-beverage services, recreation.)

The *advisory service* distributed information to Canadians and foreigners on tourism business opportunities: areas of major tourism development potential,

investment features and financial returns in motel, campground, resort, marina, ski resort, entertainment establishments.

More than three hundred operators and would-be tourism entrepreneurs received technical assistance in the development of *feasibility studies* and financial forecasts for their projects.

The *tourism loan applications* presented to ODC from the different regions of Ontario were studied, and modifications were suggested to the operators whenever the changes seemed to permit the achievement of higher profitability.

Special studies were developed on several tourism subjects including:

- Accommodation reservation system
- Accounting system for tourism enterprises
- Boat cruise feasibility
- Budget motel development
- Convention business development
- Domestic tourism development
- Feasibility study techniques for tourism enterprises
- Franchising in campground operations
- Game park planning and development
- Golf course investments and returns
- Investment opportunities for foreigners in Ontario's restaurant business
- Management training in the tourism industry
- Ontario economic and tourism business potential
- Small business technical assistance program
- Social tourism
- State owned tourism establishments abroad
- Toronto's growth and urban tourism potential
- Toronto Convention Centre
- Town twinning
- Youth tourism.

In the *training* field the industry improvement group actively cooperated in the organization and development of the

CRA Management School at the University of Western Ontario, London, — Tourism '74 Conference at Ryerson Polytechnical Institute, — TIAC tourism training task force, Ministry of Colleges and Universities Committee on terminal objective oriented tourism training programs.

Orientation was given on Ontario tourism development to governmental tourism specialists from British Columbia, Manitoba, Maritimes, Quebec, Ireland, and several Latin American and African Tourism Ministries.

The Branch was represented in the 24th International Tourism Conference organized in Grande Motte, giving two seminars on Toronto and Ontario tourism attractions.

Planning group reviewed the tourism content of managerial and regional official plans, represented the Branch in planning task forces and committees and worked on the preparation of a coherent provincial tourism development plan.

The *Project Development* group was actively involved in the investigation of several specific tourism development opportunities for possible participation by the Ontario government.

ONTARIO TRAVEL ASSOCIATION PROGRAM ACTIVITIES

On April 1, 1974, the Ministry introduced the Ontario Travel Association Program (OTAP) to fund local tourism marketing and development activities. The 39 former provincially funded tourist councils were consolidated into 12 travel areas.

Each travel association meeting Ministry criteria is eligible for an outright \$30,000 administrative grant and \$45,000 in cost sharing monies. The cost sharing is determined on the basis of a 90% contribution from the Ministry for approved programs in Northern Ontario, a 75% contribution in Eastern and Central Ontario and a 50% contribution in the rest of Ontario. The administrative grant ensures the employment of full-time professional staffs; the cost sharing monies ensure execution of sound marketing strategies and identification of development opportunities.

The Travel Associations are not an actual part of the Ministry, but benefit from its support.

To establish close working relationships among the associations and the Ministry, quarterly Joint Meetings of Ontario Travel Associations' Presidents and Managers and OTAP Committee Meetings were inaugurated. The Joint Meetings are attended by the associations' presidents and managers, the Ministry's area directors and staff of the Tourism Division. The OTAP Committee is composed of the associations' managers, the area directors and the travel association liaison officer. To date, three Joint Meetings and four OTAP Committee Meetings have been held.

These meetings have resulted in a coordinated, cooperative and consistent implementation of OTAP.



The Henry Moore sculpture gallery of the expanded Art Gallery of Ontario.

The associations have implemented extensive information booth systems, internal/external print and electronic media campaigns, membership drives, municipal fund raising campaigns, and have become involved in local tourism issues. Expanded and improved programs are being planned for implementation in 1975-76.

The close cooperation between the 12 travel associations and the Ministry, and the travel associations' work within their areas will continue to improve local and region tourism marketing, research and development throughout the Province.

ONTARIO TRAVEL ASSOCIATIONS

Algoma Kinniwabi Travel Association
553 Queen Street East
Suite 3
Sault Ste. Marie
(705) 254-4293

David Liddle, President

Almaguin Nipissing Travel Association
"The Near North"
366 McIntyre Street West
Box 351
North Bay
P1B 8K1
(705) 474-6634

John G. Beddows, President
Vernon McKinnon, Manager-Director

Central Ontario Travel Association
Ministry of Industry and Tourism
139 George Street North
Box 386
Peterborough
K0J 6Z3
(705) 742-3459

George Coling, President

Cochrane Timiskaming Travel Association
"James Bay Frontier"

Box 1162
Timmins
P4N 7H9
(705) 264-0111

C.E. Bond, President
J. Aldo Campagnola, Manager

Eastern Ontario Travel Association
"Ontario East"
Lansdowne Travel Centre
Reynolds Road & 1000 Islands Parkway
Lansdowne
K0E 1L0
(613) 659-2188

John Zylstra, Chairman
William A. Elliott, Managing Director

Grey Bruce-Huron-Muskoka Travel Association
73 Mississauga Street East
Box 488
Orillia
L3V 1V4
(705) 325-1363

Robert Fowler, Chairman
Boyd Robertson, Secretary-Treasurer

Metropolitan Toronto Travel Association
Convention and Tourist Bureau of
Metropolitan Toronto
85 Richmond Street West
Toronto
M5H 1H9
(416) 862-1666

Thomas Barber, President
J. Ross Kenzie, Manager

Niagara and Mid-Western Ontario Travel Association
"Festival Country"
155 James Street South
Suite 320
Hamilton
(416) 522-7779

Gordon Paul, President
Mrs. Margaret Sharkey, General Manager

North of Superior Travel Association
Room 206
IBM Bldg., 200 S. Syndicate Avenue
Thunder Bay "F"
(807) 623-6245

André Nicol, President
Mrs. Patricia LeCocq, Manager

Northwest Ontario Travel Association
"Ontario's Sunset Country"
Box 725
Dryden
(807) 223-5987

Irv Plosker, President
J. Bruce Fallen, General Manager

Rainbow Country Travel Association
43 Frood Road
Sudbury
P3E 4N3
(705) 674-0771

Dean Wenborne, President
William L. Smith, General Manager

Southwestern Ontario Travel Association
Suite 200A
Park Lane Place
186 King Street
London
N6A 1C8
(519) 679-0211

Spence Cummings, President

TOURISM RESEARCH BRANCH

The Tourism Research Branch provides the necessary research and planning services required by the Tourism Marketing and Tourism Industry Development Branches of the Division.

In 1974, the Branch carried out several surveys for tourism marketing purposes. The "U.S. Auto Exit Survey" was conducted over one full year for the first time in order to better monitor American visitor travel habits – trip purpose, origin-destination, seasonality, expenditures, etc. Advertising, awareness and attitudinal surveys in the Canadian, American, British and West German market areas were conducted. The Branch also continued to maintain indicators on the state of the tourist industry through the collection of data on tourist establishment occupancy, border crossing and visitations at main attractions, events and vacation areas.

The Branch conducted a number of studies and analysed surveys on recreational activities, areas for facilities that have marketing or developmental implications for the Province or for tourism entrepreneurs.

The Branch is also highly involved in the interministerial Tourism and Outdoor Recreation Planning Study (TORPS). This program, which commenced in 1967, is supported by five Ministries vitally concerned with research in tourism and recreation. The Ontario Recreation Survey was completed in 1974. Over ten thousand personal interviews were conducted, making this the most comprehensive recreation behavioral survey ever conducted in Canada. Analysis of data is continuing, and interim reports and other documentation have been prepared.



Newest of many attractions for the Toronto visitor is the twin tower Harbour Castle Hotel

ONTARIO DEVELOPMENT CORPORATIONS

HISTORY OF THE ONTARIO DEVELOPMENT CORPORATIONS

The Ontario Development Corporation (ODC) was incorporated in the summer of 1966 as a successor to the Ontario Development Agency (ODA) which had been established in the winter of 1962 as a Branch of what was then known as the Department of Economics and Development.



The financing activity of ODA was limited to extending credit by guaranteeing loans through the chartered banks. These guarantees were made available to small Ontario companies who were unable to obtain financing under reasonable terms and conditions for business projects that would stimulate economic development. The main emphasis was on encouraging the expansion of manufacturing and tourist operations in slow-growth areas of the Province; replacing imports, and

increasing exports by Ontario companies; and launching new products and techniques on a businesslike basis.

These financing services were extended to include term loans, mortgages and working capital by setting up ODC as a crown corporation with a share capital of \$7 million. Its policies are determined by a Board of Directors who are responsible to the Minister of Industry and Tourism.

In late 1970, ODC had expanded its operations through the Northern Ontario

Development Corporation (NODC) to provide accessible services to that part of the Province north of the French River, and later to the District of Parry Sound.

In late 1973, ODC still further expanded its services by the creation of the Eastern Ontario Development Corporation (EODC) covering the Kingston, Brockville, Ottawa areas, the county of Peterborough, and eastward. ODC also decentralized its own operations in Central and Southwestern Ontario.

COMPARATIVE STATEMENT OF LOAN APPROVALS

CORPORATION	FISCAL YEAR	O.B.I.P.		IND. MTG.		TOURIST		EXPORT SUPPORT		OTHER	
		#	Amt. (000's)	#	Amt. (000's)	#	Amt. (000's)	#	Amt. (000's)	#	Amt. (000's)
O.D.C.	1973/1974	3	1,068	27	8,918	47	4,016	46	11,229	167	10,661
	1974/1975 (to Jan. 31/1975)	7	2,476	43	9,915	71	9,998	47	9,227	70	2,872
N.O.D.C.	1973/1974	10	2,438	11	3,180	45	10,413	1	200	6	68
	1974/1975 (to Jan. 31/1975)	42	11,877	18	4,619	76	8,130	2	370	10	298
E.O.D.C.	1973/1974	7	943	1	84	4	206	2	275	2	41
	1974/1975 (to Jan. 31/1975)	35	14,573	11	1,838	44	4,686	9	1,660	18	743
TOTAL	1973/1974	20	4,449	39	12,182	96	14,635	49	11,704	175	10,770
TOTAL	1974/1975 (to Jan. 31/1975)	84	28,926	72	16,372	191	22,814	58	11,257	98	3,913

THE STRUCTURE OF ONTARIO'S DEVELOPMENT CORPORATIONS

THE BOARDS

These corporations are closely related and have interlocking boards of directors. ODC as the parent organization is responsible for all loan documentation, technical evaluations, loan disbursements and collections for all of the corporations. The boards of directors of NODC and EODC which approve loans in their respective areas, consist mainly of business and professional people who are resident in, and familiar with, the problems of their own areas. They also coordinate their activities through representatives on a general policy committee.

The three corporations provide financial and advisory services designed to meet the specific needs of economic development peculiar to each area. The primary objective is to achieve balanced development and opportunities for employment throughout the Province by concentrating efforts on areas of slow economic growth.

THE BRANCHES

The ODC, with headquarters in Toronto, has branch offices in London and Orillia to service key areas in Southern Ontario. Likewise, the EODC has offices in Ottawa and Kingston. The latter was opened in 1974. The NODC has offices in Sudbury, Thunder Bay, and Timmins. In 1974 it added new staff for Thunder Bay and Sudbury to keep up with the increasing workload.

HEADQUARTERS STAFF

The aim of the development corporations is to provide financing that is not otherwise available for sound projects that will stimulate the kind of economic

development it seeks. The staff has a wide variety and depth of experience that runs the gamut from research and development, corporation law, marketing, economics, engineering, accounting and general management, both in Canada and abroad.

All the consultants who process loans and provide advisory services have had substantial experience in private business at senior management level. Some of them also ran their own companies successfully for many years.

THE AIMS OF THE CORPORATIONS

The ODC is primarily a development vehicle, providing funds to manufacturing and tourist operations in the Province. Since these funds are not available either from other government agencies or from private institutions under reasonable terms and conditions, ODC may be considered as a lender of last resort.

ODC is now preparing to make its services better known to the business community by a much expanded communications program. It has set up a Speaker's Bureau, to make its pool of diversified talent available when and where needed, to discuss what the Development Corporations are doing to help Ontario.

THE ACCOMPLISHMENTS OF THE CORPORATIONS – 1974

LOAN APPROVALS

The ninth fiscal year of ODC operations is establishing new records in the number and amount of loans and guarantees approved by its Corporations. A 10-month breakdown from March 31, 1974 up to January 31 of the 1974-75 fiscal year shows that the Development Corporations

had authorized 526 loans and guarantees totalling \$90,060,000 to business enterprises in Ontario. This represents an increase of 31 per cent in the number of loans and guarantees and 51 per cent in their total amount compared to the entire previous fiscal year 1973-74. Whereas the Ontario Development Corporations doubled their loaning activity, the NODC more than tripled. Statistics also reveal that, from the time ODC was formed in the summer of 1966 to the end of the fiscal year 1973-74, ODC had authorized 1,416 loans totalling \$163 million to assist 1,350 business enterprises. Of these, 1,250 were still being aided by the ODC as of March 31, 1974 with financial commitments of some \$102 million.

The ODC is continuing its efforts to shorten the time required to process applications for loans within the necessary confines of government responsibility by such methods as decentralizing, lending authority and simplifying procedures, and in other ways. The time taken depends, of course, on the completeness of information provided by the applicant as well as the type of loan. It is estimated that during the 1974-75 fiscal year, loan disbursements will increase to \$46.5 million compared to \$29.6 million disbursed during the 1973-74 fiscal year.

ADDITION OF ADVISORY SERVICES BRANCH

In 1974, an Advisory Services Branch was established to expand ODC's assistance to small business concerns and to inventors of new products and techniques. The ODC has long recognized that the prosperity of Ontario's smaller companies is of vital importance to our economy. This new Branch will concentrate on advising firms too small to afford the advice of professional consultants.

In cooperation with Federal Government agencies, the Ontario Research Foundations, and universities throughout Ontario, this branch aids inventors by evaluating their new products and techniques and, in addition, offers guidance in financing, patenting procedures, on manufacturing and marketing.

The Branch also provides advice on alternate sources of equity, and it serves as an intermediary to introduce private investors to potential investments in the small business area. Although the Branch does not participate in actual negotiations, it acts as a catalyst by bringing interested parties together. The Branch assists small manufacturing organizations in "startups", budgeting, and learning to do their own business forecasting as well as to operate more efficiently in other ways.

When an ODC borrower defaults on debt payments or encounters other problems, the Advisory Branch will provide counselling services or advice as required on request of the ODC consultant responsible for the account. Where the client is a non-borrower, the Branch will also help in directing him to available sources of information and advice in Ontario's Ministry of Industry and Tourism, Ottawa's Ministry of Industry, Trade and Commerce, and to local Counselling Assistance to Small Enterprises (CASE).

The staff of this new group consists of individuals possessing broad experience in technology and finance, and in Canadian and International business operations both large and small.

THE ONTARIO DEVELOPMENT CORPORATIONS LOAN PROGRAMS

The Provincial Government has long recognized the need to help businessmen to help themselves, and ODC programs have already added substantially to Ontario's industrial potential while providing thousands of new jobs to previously unemployed or underemployed citizens.

The ODC programs are still aimed at ensuring that its investment of government money across the Province is planned, directed and applied in a businesslike manner to have the most beneficial impact on the economic and social life of Ontario and Canada.

The financial assistance programs of the Development Corporations divide into two broad classifications:-

INCENTIVE LOANS

In August 1973, the Ontario Business Incentives Program (OBIP) was initiated replacing the Performance Loan Program. The OBIP was the highlight of ODC's fiscal year 1973-74 and remains so in 1974-75.

The OBIP provides loans for the construction or expansion of manufacturing plants and, where economically justifiable, to service organizations closely allied to manufacturing.



Typical of the assistance given to developing industry in Northern Ontario is the NODC support to Neelon Steel Ltd., Sudbury. Plant expansion at Neelon has proceeded at a rapid pace during the past year.

In Northern Ontario, OBIP offers a repayable loan of up to 90 per cent of the cost of eligible assets with a maximum of \$500,000.

In Eastern Ontario, the plan provides for 75 per cent of the eligible assets with a maximum of \$500,000. and in the balance of the Province 50 per cent of the cost of eligible assets with a maximum of \$500,000. These loans are repayable but the incentives provided are by the deferment of capital and/or interest payments for periods of up to five years.

TERM LOANS

Term loans are normally available to secondary manufacturing companies and related service industries that qualify. Applicants for financial assistance must provide satisfactory evidence that their projects will contribute to the economic development of Ontario, that management will be capable of operating the business successfully, and that the venture is sufficiently sound to repay the loan. Actually, term loans are tailored to meet a wide variety of business needs depending upon the location and availability of financing from conventional lending institutions. Term loans include the allied programs of Small Business Loans, Venture Capital for Canadians, Tourist Industry Loans, Industrial Mortgages and Leasebacks, Pollution Control Equipment Loans, and Export Support Loans.

EMPHASIS ON TOURIST INDUSTRY

The NODC tripled its activity in 1974 calendar year largely due to funds authorized by NODC for improving Northern Ontario tourist operations. The statistics show 152 loans in the amount of \$27.7 million went to NODC businesses in 1974 compared to 60 loans totalling \$8.8 million in 1973. A total of 81 loans amounting to \$14 million were provided for new tourist establishments and to upgrade and expand existing facilities.

Each applicant for a Tourist Loan must show that he has tried to obtain financing from normal sources on reasonable terms and conditions and has been unable to do so. Loans in Eastern and Northern Ontario are available to establish new facilities with a maximum of \$500,000. Loans to upgrade, winterize and expand existing facilities are available to tourist operators throughout the Province with a maximum of \$200,000. Included are tourist lodges, house-keeping cottages, restaurants, resort motels and hotels, and tourist marinas providing facilities in addition to docking.

New developments and expansion of accommodation will be considered only in areas where there is a demonstrated need and where the operations are considered economically viable.

In the current fiscal year, the EODC has had more Tourist Loans than in any other category, followed in second place by OBIP Loans which also include some tourist operations. Since its inception, up to March 31st, 1974, EODC had a total of 4 Tourist Loans in the amount of \$206,000. In the current fiscal year since March 31st, 1974, they have had 44 tourist loans amounting to \$4,686,000.

SPECIAL TERM LOANS

There are many different loan categories, included under Term Loans, which are designed to stimulate healthy growth of the Ontario economy as the need arises:

The *Small Business Loan*, which assists companies to expand and create employment in economically viable small enterprises that qualify. The *Venture Capital for Canadians*, which helps small Canadian-owned businesses in Ontario to introduce new products and techniques that will help diversify the economy of Ontario. The *Export Support Loans*, which provides assistance to Ontario-based exporters encountering difficulties in financing exports of capital and consumer goods which have a significant Canadian content. The program complements the services offered by the Export Development Corporation, the chartered banks, and other financial institutions.

A glance at the above chart will indicate where ODC loans are helping to expand and diversify Ontario's economy and to enrich the lives of people in its outlying areas.

SHERIDAN PARK RESEARCH COMMUNITY



The Sheridan Park Research Community is a unique, well landscaped, physically integrated 350-acre community of corporate research facilities in Mississauga, just west of Metropolitan Toronto.

It was founded in 1963 by a few corporations which had been looking for a prime location for their separate R&D facilities. They developed the concept of a campus-like environment for the mutual use of many organizations. Here, in one location, could be grouped different companies, all engaged in research and development, and in pursuing the technology of the future. Here, in one location, could be placed the personnel; the physicists, engineers, scientists and technologists, who require a particular ambience in which to perform at their best; with the best resources and equipment – that would form the nucleus for most of Canada's industrial and technological development.

Because the concept on which the community was founded has worked, and the corporate population of Sheridan Park has increased on such a large scale, the research community has an Association to organize and coordinate activities and administer its policies and objectives and facilities for the benefit of all its corporate members.

The Association, made up of member companies on a volunteer basis, ensures that certain major policies are carried out and that the criteria of "residency" within the Park are met.

The policies, broadly, are to provide central core facilities for meetings, seminars, and continuing education; to enhance each member's advantages from participating in the Association and in the community; and to liaise with Government and universities in keeping abreast of the research and development aims being pursued at Sheridan Park.

Several committees, again staffed by member companies, function to organize the ongoing activities:

The *Technical Coordinating Committee* arranges seminars, presents scientific films, and maintains a catalogue of skills for cross-referencing of the resources found within the community.

The *Information Services Committee* organizes library and literature services for the member companies. It is also the source for on-line computer literature searching of scientific and engineering information from the Canadian Institute for Scientific and Technical Information in Ottawa.

The *Staff Relations Committee* provides for an exchange of information between member companies on the administration

practices specific to research personnel.

A *Social and Recreation Committee* organizes social and sporting events for the member employees and their families.

The remaining 40 acres of land is administered by the Ontario Development Corporation, and will be sold to R&D oriented corporations which meet the Park criteria.

MEMBERS OF SHERIDAN PARK RESEARCH COMMUNITY

Abitibi Research Centre
Atomic Energy of Canada Limited
Canada Systems Group (EST) Limited
Cominco Limited
Dominion Glass Company Limited
Dunlop Research Centre
GSW Research Centre
Gulf Oil Canada Limited
International Nickel Company of Canada Limited
Mallory Battery Company of Canada Limited
Ontario Development Corporation
Ontario Research Foundation
United Lands Corporation Limited
Warner-Lambert Research Institute
Xerox Research Centre of Canada Limited

ONTARIO RESEARCH FOUNDATION

Charlie is a skeleton. He sits on a throne. You can look *at* him, see *through* his bones, and even peer *around* him. Charlie is totally three-dimensional. But he isn't there. Charlie is a hologram, a laser beam-induced three-dimensional photographic image used to demonstrate to visitors in a fun way the more serious applications of holographic interferograms in industrial testing at the Ontario Research Foundation.



Holography, three-dimensional electron microscopy, hydrometallurgy, and a study of the suitability of waste material as fuel. All part of the work being done at ORF. Right along with tests that determine whether one type of fabric will wash better than another.

The Ontario Research Foundation at Sheridan Park near Toronto is an independent corporation set up in 1928 using funds which were contributed by private industry and matched by the Province of Ontario. ORF sells its technological services to industry and government on a non-profit basis. For the first twenty years, ORF operated without ongoing provincial funding. Since 1948, the Ontario government has provided an annual grant to help ORF develop the most up-to-date technological capabilities for Ontario industry. In recent years, this "performance grant" has been based on ORF's industrial revenue, so that new technologies developed with provincial funds will reflect changing industrial needs.

Today, that provincial government grant accounts for about 30% of ORF's operating funds; the balance is generated directly through the sale of services to clients.

Most clients are Ontario-based companies which do not have their own research and development facilities, or which do not have the technical personnel to carry on testing, evaluation, or new product development. In some cases, they are companies seeking outside consultation and assistance to complement their own existing research and development operations.

Some companies may not be aware of exactly how much ORF has to offer. The 221,000 square foot complex in the heart of the Sheridan Park Research Community houses a staff of 300. There are facilities to test everything from textiles to the tensile strength of steel, from the analysis of water samples to pilot-scale processing of minerals, from photographing filaments of asbestos too small to be detected by any optical microscope to measuring the strength of huge nuclear reactor components.

The instrumentation at ORF is diversified, functional and up-to-date. The calibre of staff is the finest available. ORF chemists, physicists, engineers, Ph.D.'s and technologists rank among the most highly esteemed research pioneers in the western world.

The Ontario Research Foundation slogan, "Teamwork in Technology", reflects how ORF scientists work closely with clients to find the most economical and productive approach to the problem. Here, by category, is a partial listing of 1974 accomplishments . . . some funded by clients, and others funded by Ontario's performance grant.

MATERIALS CHEMISTRY

A major project for a cement manufacturer has been the study of the feasibility of using waste oil as fuel. Another involved the handling and utilization of other waste products such as

sulphur. Facilities were expanded to meet increased demand for services in composite materials development, corrosion and image analysis. Several industrial projects related to the improvement of building materials, glass and ceramics.

APPLIED PHYSICS

1974 saw the successful conclusion of the research phase of the development of a new resistance temperature detector (RTD) for nuclear power stations. A thin platinum film is used in the design concept which promises improved reliability at low cost. Further development on three-dimensional electron microscopy systems led to assembly of a few prototypes to aid an Ontario licensee to enter production. Other projects included: characterization of asbestos, electrical testing of subway insulators, acquisition of a minicomputer for development of sophisticated instrument interface systems, and increased analysis of air and water samples.

FIELD SERVICES

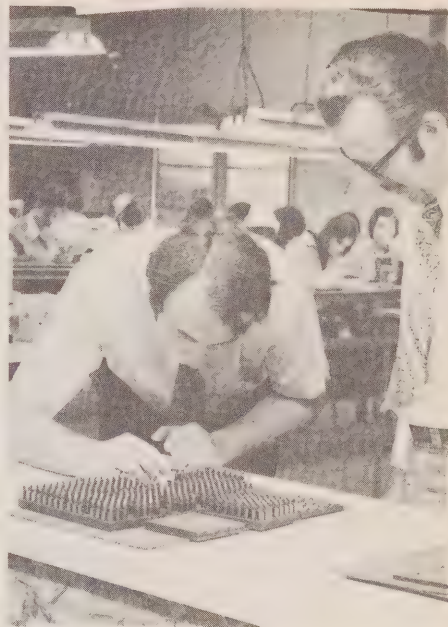
ORF provides Ontario industries with free field engineering and technical information services. This program, provided under contract with the Ministry of Industry and Tourism and the National Research Council, is designed to help Ontario manufacturers obtain, interpret, and apply technological information and to help solve their in-plant problems. In 1974, some 7,100 industrial contacts were made, including 2,480 visits to industry in the Province. This is the highest level of assistance provided since the service began in 1947.

METALLURGY

Mining and manufacturing companies used ORF for projects of all sizes, including hundreds of materials testing jobs and several pilot plant operations in mineral processing. Some of the most active 1974 project areas involved ore grinding techniques, hydrometallurgy, particularly with respect to copper ores, use of fly ash by Ontario Hydro, atomizing of ferrous and non-ferrous alloy powders, fracture toughness testing, and the use of ultrasound for the agglomeration of fine dusts and for foam breaking.

TEXTILES, CLOTHING AND FOOTWEAR

Highlights of 1974 activities included the development of a new combination fire retardant/water resistant finish for tent fabrics, flammability tests on other tenting materials, gas phase treatments for improving flame resistance of fabrics, tests showing the effects of air pollution on textile products, flammability hazard studies on carpeting used in housing and public buildings, development of specifications for standard sizes of children's garments, and included mechanical stress analyses for nuclear reactor components and subway systems, and combustion engineering projects for CMHC and the Construction Safety Association of Ontario.



(Top): Technician is seen enumerating bacteria in water samples by membrane filter technique at Ontario Research Foundation. (Below): ORF scientist assists a Toronto company in the design and manufacture of glass/ceramic-to-metal hermetic seals.

ONTARIO PLACE

Ontario Place is ninety-six man-made acres of culture, entertainment and fun on Toronto's waterfront. Almost three million visitors came to Ontario Place last year.

It's an entertainment complex, a kid's playground, or simply a great place to come and cool off on a warm summer evening. It's all these things and much more.



In the past year, new entertainments were located on the rooftops of the modules; more cultural events were planned and presented. More boaters were accommodated in the marina. More people were served in the restaurants.

In the Forum, the outdoor amphitheatre, eleven thousand people saw the Russian ballet dancer Mikhail Baryshnikov dance with the National Ballet of Canada, for only the nominal price of admission to the grounds.

At Ontario Place, hundreds of Canadian artists, composers, lyricists, musicians, filmmakers and entertainers received a platform for their excellent work.

This site has provided a model for waterfront development. An entertainment complex similar to Ontario Place is now being planned on the Caspian Sea, after Iranian artists visited during this past year.

Built by the Government of Ontario, the showpiece of Toronto's waterfront is now a Crown Corporation served by a board of directors with wide-ranging interests in the arts and entertainment fields.

Last year during the summer season, May 18 to October 14, 2,920,000 persons visited Ontario Place, and a highly successful off-season film program in the autumn and over the Christmas holiday attracted 25,000 more.

This brought the total attendance record to 2,945,000 for the 1974 season. Many of these were U.S. and overseas visitors.

More than 410 persons were employed on the site at the peak of the 1974 season. Of these, 375 were college students from many parts of the Province who were employed throughout Ontario Place as hosts, hostesses, marina, administration, restaurant, boutique and maintenance staff.

From May 18 to June 28, more than 70,000 elementary and secondary school students toured Ontario Place, coming from 1,000 Ontario schools, from as far as Iroquois Falls, Sudbury, Sault Ste. Marie, Ottawa, Cornwall, and from communities within the immediate area of the site,

including several U.S. border cities.

Special features of the five-moduled steel and glass pavilion are a Mock Clock, designed on the tradition of the old performing European clocks, and two experiential theatres, designed for multimedia productions with stereophonic sound systems.

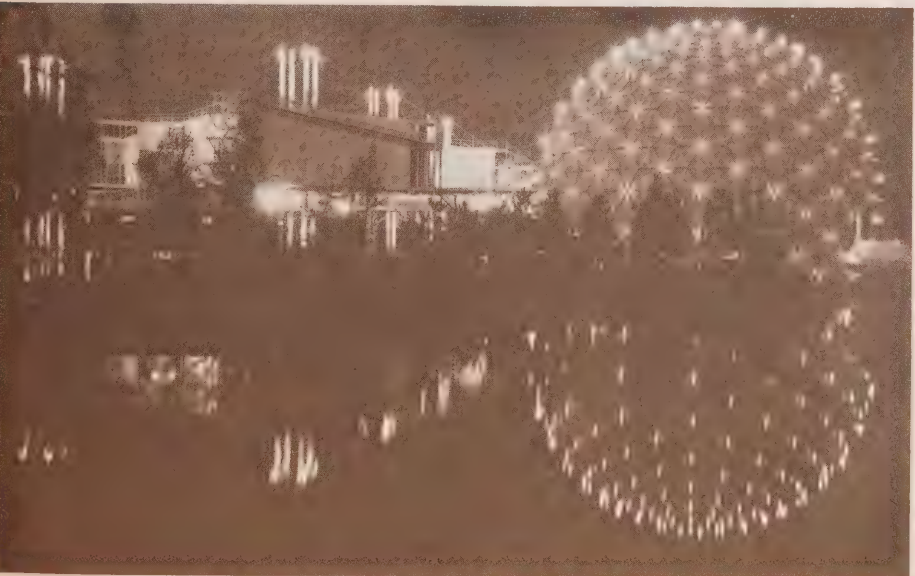
In Cinesphere, the domed theatre seating 800 and housing the world's largest indoor screen, two IMAX films were shown, "Snow Job " and "Volcano".

During the summer season, the Forum amphitheatre presented a wide array of local and international talent: rock groups, bands, folk dancers, opera, symphony, ballet. Thousands enjoyed the 18 concerts given by the Toronto Symphony Orchestra, and the 10 performances by the National Ballet of Canada.

One of the hits of the season was the Water Play area of Children's Village. This three tier funland offered rope swings, waterfalls, and water cannons where up to 400 youngsters could get soaked and then dry off in a birdshaped Kid's Drier.

3,500 boats sailed into the 300-slip Marina and pedal boats and sightseeing cruises were popular.

HMCS Haida, the famous World War II and Korean War destroyer permanently berthed opposite the East Island, was a major attraction. In the summer season, more than 161,000 visitors toured the ship, and 100 Ontario Sea Cadets trained aboard her.



INVENTORY OF GROWTH



OUTGOING TRADE MISSIONS

CARIBBEAN – JANUARY 18, 1974

Cornelius Manufacturing Co. Ltd. – Rexdale
Cramco Solder Alloys – Scarborough
Electric Power Accessories Co. Ltd. – Brampton
Wm. Engel Co. Ltd. – Toronto
GSW Limited/Limitee – Fergus
Moyer Vico Ltd. – Weston
Perrin-Turner Ltd. – Toronto

CENTRAL AMERICA – JANUARY 26, 1974

Greening Donald Limited – Hamilton
King Seagrave Limited – Woodstock
Ontario Building Materials Ltd. – Toronto
Sepromatic Corporation Ltd. – Hamilton
Slater Steel Industries Ltd. – Hamilton
Sternson Limited – Brantford

LOS ANGELES, U.S.A. – FEBRUARY 3, 1974

Ramsden Manufacturing Limited – London, Ontario
Burkhardt Jewellery – Toronto
Guelph Engineering Company – Guelph
Trend-Pak of Canada Ltd. – Scarborough
Advanced Extrusions Limited – Penetang
Filley of Canada – Toronto
Desitron Company Limited – Mississauga

LONDON, ENGLAND – FEBRUARY 8, 1974

Bulldog Lacing Limited – Hamilton
Cam-Hi Safety Equipment Ltd. – Rexdale
Canadian Urethane Soles Limited – Hamilton
Hallmark Packaging Machinery Limited – Markham
Pawl Instruments Limited – Willowdale
Pharma-Medica of Scandinavia – Markham
Prothane Limited – Toronto
V.J. Thorn Limited – London, Ontario
Candi Craft Limited – London, Ontario

AUSTRALIA & NEW ZEALAND – FEBRUARY 6, 1974

Erranti-Packard Ltd. – Toronto

Stevens-Hepner Co. Ltd. – Port Elgin
BMV Mfg. Ltd. – Rexdale
Clark Equipment of Canada Ltd. – St. Thomas
Kleen-Stik Products Ltd. – Malton
Scherer, G.C. Ltd. – Windsor
Woodway Structural Components Ltd. – Burlington
Security Credit System. – Markham

BRAZIL & ARGENTINA – FEBRUARY 10, 1974

CETA Limited – Fort Erie
Chinook Chemical Corp. Ltd. – Toronto
Computec Data & Control Ltd. – Mississauga
Guildline Instruments Ltd – Smiths Falls
Instronics Limited – Stittsville
Johnson Matthey & Mallory Ltd. – Toronto
Lindsay Specialty Products Ltd. – Lindsay
Quality Plastics Limited – Oakville

FRANKFURT, WEST GERMANY – FEBRUARY 15, 1974

Euro-Can Industrial Sales Ltd. – Mississauga
Four Seasons Chalet Ltd. – Parry Sound
S. Kuretzky Furs Ltd. – Toronto
Lisburn Mfg. Ltd. – Cambridge (Preston)
Precision Homes Corporation – Rexdale
Clearview Packaging Products Ltd. – Scarborough

ATLANTA, GEORGIA, U.S.A. – FEBRUARY 17, 1974

Abtech Industrial Instruments Ltd. – Toronto
Rowika Industries Ltd. – Midland
Parabola Company – Toronto
Penthouse Camping Manufacturing Ltd. – Toronto
Superior Manufacturing & Farm Equipment – Simcoe
Think Tank Corporation – Scarborough

NIGERIA, GHANA AND SIERRA LEONE – FEBRUARY 22, 1974

A. D. Burford
Canadian Longyear Limited – North Bay
Dominion Auto Accessories Ltd., Aqua Marine Manufacturing Ltd. – Toronto
Dufferin Steel Limited – Rexdale
B.F. Goodrich Canada Limited – Kitchener
Tillsonburg Pipe & Supply Co. Ltd. – Tillsonburg

Westeel-Rosco Limited – Toronto
The Royal Bank of Canada – Toronto
Canadian Imperial Bank of Commerce – London, England
Orenda Limited – Toronto

PARIS, BRUSSELS, AMSTERDAM – MARCH 8, 1974

Abal-Steffens Manufacturing – Weston
Deco Tools (Canada) Limited – Scarborough
Industrial Mechanical Specialties Ltd. – Thornhill
Mirtone Industries – Weston
Phoenix Paper Products Limited – Weston
Sandtron Electronic Industries Ltd. – Oakville
Tribar Industries Limited – Weston
Viking Pump Co. of Canada Limited – Scarborough
Webster Manufacturing (London) Ltd. – London
Zeus Manufacturing Limited – Toronto

SOUTH AMERICA (ANDEAN) – MARCH 15, 1974

Beautiline Systems Ltd. – Downsview
Canadian Industries Limited – Montreal
Chemacryl Plastics Ltd. – Toronto
Computing Devices Co. – Ottawa
Hawker Siddeley Canada Ltd. – Toronto
McPhar Geophysics Ltd. – Don Mills

THAILAND, MALAYSIA, SINGAPORE, INDONESIA – MARCH 24, 1974

Canadian Wire & Cable Co. – Toronto
Federal Pioneer Electric Ltd. – Toronto
Redma Consultants Ltd. – Toronto
Thomson-Gordon Ltd. – Hamilton
Provincial Crane Ltd. Div. Dominion Bridge Co. Ltd. – Niagara Falls
Centaur Mfg. Co. Ltd. – Richmond Hill
Canadian Worchester Controls Ltd. – Scarborough

SPAIN AND ITALY – MARCH 22, 1974

Crane Carrier (Canada) Ltd. – Rexdale
Epitek Electronics Ltd. – Ottawa
Fathom Oceanology Ltd. – Port Credit
Gandalf Data Communications Ltd. – Ottawa
Linear Technology Inc. – Hamilton
Pacific Prefab Homes & Cottages Ltd. – Port Union
Premium Forest Products Ltd. – Scarborough

Outgoing Trade Missions Cont'd

Thomson Research Associates Ltd. – Toronto

POLAND AND ROMANIA – APRIL 17, 1974

Balthes Farm Equipment Mfg. Limited – Tillsonburg

Canadian Pacific Hotels Limited – Toronto

Champlain Power Products Limited – Toronto

Eaton Yale Limited – Woodstock

Varian Associates of (Canada) Ltd. – Georgetown

SYDNEY, MELBOURNE, AUSTRALIA; AUCKLAND, NEW ZEALAND – APRIL 10, 1974

North American Engineering Ltd. – London, Ontario

C.C.M. Ltd. – Weston

Stanners & Aylon Ltd. – Toronto

Watrous Sales Inc. – Agincourt

Ontario Building Materials Ltd. – Toronto

Dominion Fence and Wire Ltd. – Bramalea

Kemp Products Ltd. – London

Pioneer Marketing Associates – Willowdale

BOSTON, U.S.A. – MAY 5, 1974

Brooks Manufacturing Company Ltd. – Toronto

I.B.L. Industries Ltd. – Burlington

Carson Luggage of Canada Ltd. – Ottawa

Rafael (Lama-Lo Designers) – Toronto

LONDON, ENGLAND – MAY 9, 1974

Bach-Simpson Limited – London, Ontario

Canadian Kitcraft Enterprises Ltd. – Ottawa

Croven Limited – Whitby

E.D.A. Electronics Limited – Ottawa

Edmund Newhall Associates Limited – Rexdale

Electrohome Limited – Kitchener

Ferranti-Packard Limited – Toronto

Graphico Precision Works Ltd. – Scarborough

Inax Instruments Limited – Ottawa

Jarry Electronics Limited – Hawkesbury

Marsland Engineering Limited – Waterloo

Renfrew Electric Company Limited – Toronto

I.P. Sharpe Associates Limited – Toronto

Westinghouse Canada Limited – Hamilton

Micro Circuits Limited – London

SCANDINAVIA – MAY 10, 1974

Edwards-Day Limited – Toronto

I.T.E. Circuit Breaker (Canada) Ltd. – Mississauga

Payton Associates Ltd. – Scarborough

Stanley A. Grant Ltd. – Toronto

The Timberland Ellicott Ltd. – Woodstock

Trigild Limited – Rexdale

CHICAGO, U.S.A. – MAY 12, 1974

Armalux Glass Industries – Rexdale

Clark-Davis Limited – Toronto

Herzig-Somerville Limited – Toronto

Starline Packaging Limited – Toronto
Stock Wooden Toys – Williamsford

JAPAN AND KOREA – MAY 24, 1974

Canweld Systems Inc. – Mississauga

Ferplas Industries Ltd. – Huron Park

Sinclair Radio Laboratories Ltd. – Concord

Total Metal Recovery Services Ltd. – Toronto

Urethane Products Canada. – Mississauga

Lanson Mats (Canada) Ltd. – London, Ontario

Linac Systems International Limited – Scarborough

Mitel Canada Limited – Kanata

Poly-Converters Limited – Oakville

Sportspal Enterprises Limited – Callander

Wildwood Farm Services International Inc. – Embro

MINNEAPOLIS, U.S.A. – JUNE 9, 1974

Sterling Varnish Company – St. Catharines

Stevens-Hepner Co. Ltd. – Port Elgin

National Refractories Ltd. – Port Robinson

K.N. Crowder Manufacturing Ltd. – Mississauga

Gray Forgings & Stamping Ltd. – Bramalea

Anglo Traders Ltd. – Toronto

CLEVELAND, U.S.A. – JUNE 9, 1974

Rivendell Studios Incorporated – Bracebridge

Romet Limited – Mississauga

Steelcraft Upholstered Office Furniture Co. Ltd. – Concord

Centralized Insurance Management Ltd. – Rexdale

LONDON, ENGLAND – JUNE 11, 1974

Cleancare Equipment & Consultants Limited – Mississauga

Moyer Diebel Limited – Jordan Station

Equi-Med Limited – Guelph

McCallan & Associates Limited – Agincourt

G.H. Wood & Company Limited – Toronto

York Medical Services – Thornhill

Information Science Industries Ltd. – Ottawa

WEST COAST, USA – JUNE 16, 1974

Hypernetics Limited – Arnprior

Graphico Precision Limited – Scarborough

Fisher Gauge Limited – Peterborough

Edmund Newhall Associates Limited – Rexdale

Hawker Siddeley Canada Limited – Toronto

FIERA DEL LEVANTE BARI, ITALY – SEPTEMBER 8, 1974

Atomic Energy of Canada Limited – Mississauga

Canadian Research Institute – Don Mills

Diffrauto Limited – Windsor

Scintrex Limited – Concord

NETHERLANDS, BELGIUM, FRANCE – SEPTEMBER 27, 1974

A., L. & W. Ltd. – Bramalea

Campbell Manufacturing Co. Ltd. – Downsview

Electro-Assemblies Inc. – Mississauga

Electronic Surveillance Corp. – Willowdale

Key Fobs Limited – Burlington

M.M. Products – Stoney Creek

The Peri Pump Co. Limited – Trenton

**MEXICO – SEPTEMBER 28,
1974**

Jax Mold & Machine Ltd. – Simcoe
Interflex International – Toronto
Beaver Electronics Ltd. – Toronto
Abacus Industrial Equip. Company Ltd.
– Oakville
Emoh Sales & Mfg. Ltd. – Rexdale
Can-Eng Sales Limited – Niagara Falls
Vulcan Equipment Co. Ltd. – Toronto

**VENEZUELA, BRAZIL AND
ARGENTINA – NOVEMBER 2,
1974**

Embree Industries Limited – Hamilton
Waltec Industries Limited – Wallaceburg
Kearney-National (Canada) Ltd. –
Guelph
McKee Bros. Limited – Elmira
Neeco Industries Limited – Burlington
Salter Steel Industries Ltd. – Hamilton
Helmec Roth Limited – Willowdale
Mimik Limited – Galt

**NEW YORK CITY – U.S.A. –
OCTOBER 6, 1974**

Stanley-Taymouth Ltd. – Toronto

Taylor Soaps & Perfumes Ltd. – Don
Mills

Centralized Insurance Management
Ltd. – Rexdale

Louis Fischl Glove Co. Ltd. – Prescott

Rafael (Lama-Lo Designer) – Toronto

Morton-Parker Ltd. – Trenton

Sanitation Equipment Co. Ltd. –
Downsview

**FRANKFURT/BASLE –
OCTOBER 18, 1974**

Advance Automated Equipment Ltd. –
London, Ontario

Barbel Mfg. Co. Limited – Bolton

C.P.I. Vampco Limited – Strathroy

Display Arts – Toronto

Dominion Luggage Co. Ltd. – Toronto

Industrial Gauge & Instrument Ltd. –
Niagara Falls

Sinoski Engineering Limited –
Willowdale

New Struc Hambro International Ltd. –
Ottawa

**SYDNEY & MELBOURNE,
AUSTRALIA – OCTOBER 16,
1974**

MC Farlane Gendron Mfg. Limited –
Toronto

Lo-Lift Corporation Ltd. – Mississauga

Price & Knott Mfg. Ltd. – West Hill

Hills-McCanna Canada Ltd. –
Mississauga

Irwin Toys Ltd. – Toronto

St. Lawrence Steel & Wire – Gananoque

Trelawney of Canada Ltd. – Weston

Grigor Fire Apparatus Ltd. – Toronto

**ATLANTA, GEORGIA, U.S.A. –
OCTOBER 20, 1974**

Sonotrol Systems Limited – Rexdale

Mathews Brothers – Etobicoke

Mariton Limited – Downsview

Cosa Nova Fashions Limited – Toronto

Fursyn Mfg. Co. Limited – Toronto

Sunspot Plastics Inc. – Scarborough

**KENYA, ZAMBIA AND
MALAWAI – OCTOBER 25, 1974**

Automotive Hardware Ltd. – Toronto

C.E.T.A. Limited – Fort Erie

Canadian Pacific Hotels Ltd. – Toronto

Guy Chart Tools Limited – Pickering

Husky Floor Machine. – Mississauga

J.F. Farm Machinery Ltd. – Exeter

Seneca Wire of Canada Ltd. –
Richmond Hill

**LONDON, ENGLAND –
OCTOBER 25, 1974**

Alphatext Limited – Ottawa

Barriwood Toys – Burlington

Bernzomatic Limited – Toronto

Dunham-Bush of Canada Limited –
Weston

HFL Limited – Waterloo

Jacuzzi Canada Limited – Rexdale

Otema Industries Limited –
Scarborough

Taylor Garage Doors of Canada Limited
– Rexdale

**SPAIN AND ITALY – NOVEMBER
8, 1974**

Artistic Jewelry Company Ltd. – Toronto

Bata Engineering – Batawa

Lanico Industries Limited –
Scarborough

Leak 'X' Detection Devices Ltd. –
Ottawa

Safety Supply Company – Toronto

Strite Industries Limited – Hespler

Dominion Tape Sales of Canada Ltd. –
Cornwall

**KOREA, HONG KONG &
PHILIPPINES – NOVEMBER 8,
1974**

Acres International Limited – Toronto

Areofall Mills Limited – Mississauga

Garland Commercial Ranges Limited –
Toronto

Canadian Hanson Limited – Toronto

James F. MacLaren Ltd. – Willowdale

Novocol Chemical Mfg. Co. of Canada
Ltd. – Toronto

**SEATTLE, PORTLAND, SAN
FRANCISCO, U.S.A. –
NOVEMBER 17, 1974**

Carriere Technical Industries –
Scarborough

Custom Leather Products Ltd. –
Kitchener

Dominion Aluminum Fabricating Ltd. –
Toronto

Edmunds Newhall Associates Ltd. –
Toronto

W.R. Elliot Co. Ltd. – Kitchener

Fell-Fab Limited – Hamilton

Deloro Stellite (Division of Canadian
Oxygen) – Belleville

**LONDON, ENGLAND –
NOVEMBER 22, 1974**

Gilron Holdings Limited – Scarborough

Ferplas Industries Limited – Strathroy

Glendale Corporation – Strathroy

John Hort Handbags Limited – Toronto

Purity Packaging Limited –
Peterborough

Ravens Trailers – Orangeville

Thorough-Bread Industries Ltd. –
Mississauga

**LICENSING AGREEMENTS,
JOINT VENTURES
AND BRANCH PLANTS
ESTABLISHED ABROAD
— 1974**

ONTARIO MANUFACTURER	FOREIGN COMPANY	PRODUCTS
Cartier Fluorescents Ltd. Mississauga	Nessen Lamps Inc. Bronx, N.Y.	Lamps
Slater Steel Industries Hamilton	Cherman Riley Co. Chattanooga, Tenn.	EHV Hardware Spacer Dampers
Husky Injection Molding Systems Ltd. Bolton	Weise Group Dahlbruch, W. Germ.	Injection Molding Machines & Molds
PCL Industries Ltd. Willowdale	John Price (Plastics) Ltd. Stonehouse, England	Plastic Bags
Scepter Manufacturing Co. Ltd. Toronto	Scepter Pacific Ltd. Glendale, Calif.	Plastic Cases for Soft Drink Industry
Canadian Wire Brush Co. Barrie	Maltrap Mnfgr. AF Vandrup, Denmark	Industrial and Automotive Wire Brushes
Canadian Wire Brush Co. Barrie	M.M. Technik Plon, W. Germany	Industrial and Automotive Wire Brushes
Canadian Wire Brush Co. Barrie	Valley Industrial Products Belle Mead, N.J., U.S.A.	Industrial and Automotive Wire Brushes
Arcan Eastern Ltd. Hamilton	Industrias Metalicas Star Ltda Bogota, Columbia	Pallet Racking
Massey-Ferguson Ltd. Toronto	Agromet Moto Import Warsaw, Poland	Tractors and Diesel Engines
K-Flex Systems Ltd. Mississauga	Fabrica De Maquinas e Equipamentos Famao Ltda São Paulo, Brazil	Plastic Conveyor
K-Flex Systems Ltd. Mississauga	Interroll Corpn. Ltd. Phauppauce, N.Y.	Plastic Conveyor, Plastic Rollers



Apr. 3-7	Frankfurt, Germany—Frankfurt Fur Fair
May 9	London, England—10th Int'l Instruments Electronics, Automation Exhibition
June 11	London, England—Int'l Hospital & Health Services Exhibition
Sept. 8	Bari, Italy—Fiera del Levante (Bari Fair)

**INTERNATIONAL
EXHIBITIONS — 1974**

NEW MANUFACTURING ESTABLISHMENTS

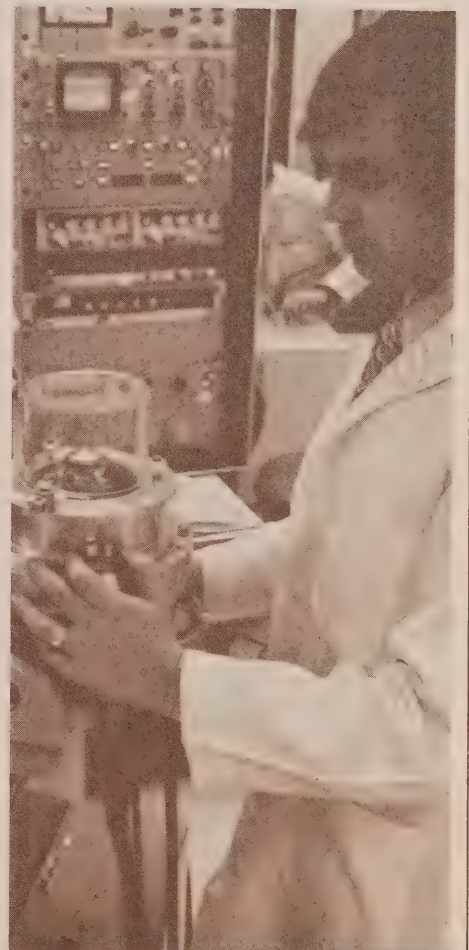
The following 145 new manufacturing establishments were among the major firms entering secondary manufacturing in Ontario in 1974. Companies listed employ at least 10 persons, occupy 5,000 square feet of manufacturing or assembly space, or have sales exceeding \$100,000. annually.

COMPANY	LOCATION	ORIGIN
Active Mould & Design Limited Injection and compression die moulds	Windsor	Canada
Affiliated Industrial Projects Limited Urine dye tests	Markham	Canada
Alumanode Limited Hard color finishes and clear aluminum anodizing	Metropolitan Toronto	Canada
Anco-Matic Wiper Products of Canada Limited Windshield wiper blades, arms and refills	Metropolitan Toronto	United States
Aquarobic Home Sewage Treatment, Division of Waltec Industries Limited Domestic sewage treatment systems	Penetanguishene	Canada
Arctic Peat Moss Ltd. Horticultural peat moss	Barwick	Canada
Baker Sound Limited Assemble and wire sound speakers and installation of turntables	Brampton	Canada
Bankers Box Records Storage Systems, Division of Fellowes Manufacturing of Canada Ltd. Corrugated transfer (storage) filing containers	Metropolitan Toronto	United States
Baroak Wood Designs Limited Wooden specialty stairs, wooden banisters and railings	Metropolitan Toronto	Canada
Bonar & Bemis Limited Bags and packaging	Guelph	Canada
Bonne Entente Industries Ltd. Reproduction furniture	Cochrane	Canada
Bruce Tile Inc. Clay drain tiles and bricks	Culross Township (Walkerton)	Canada
Building Products of Canada Limited "Esfen" thermal insulation material	Metropolitan Toronto	Canada
Cadbury Division, Cadbury Schweppes Powell Ltd. Chocolate bars	Whitby	United Kingdom
Cambridge Carbide Tools Limited Carbide tipped tools	Cambridge	Canada
Canadiana Pottery Limited Ceramics and giftware	Osnabruck Township (Ingleside)	Canada
Capcan Limited Oil furnaces	Ottawa	Canada
Carlew Chemicals Limited Plasticizers and compounds, poly-vinyl-chloride plastics	Orangeville	Canada
Cayuga Automatic Maching Ltd. Custom screw machine products	Haldimand (Cayuga)	Canada
Chase Nuclar (Canada) Limited Zirconium alloy pressure tubes	Arnprior	United States
Chateau Manufacturing Limited Steel garden buildings	Paris	Canada
Chemacryl Plastics Limited Acrylic moulding powders and synthetic patching and grouting compound	Niagara Falls	West Germany
Chemcrest Chemicals Limited Cleaning chemicals/disinfectants/automotive soaps, waxes/synthetic engine oil	Mississauga	Canada
Cims Canada Company Contemporary lighting fixtures and lamps	Metropolitan Toronto	Canada

COMPANY	LOCATION	ORIGIN
Circronics Limited Printed circuit boards	Ottawa	Canada
Clark Door of Canada Limited Cold storage and industrial doors	Markham	United States
Colorcrest Corporation Limited Paint	North Bay	Canada
Commemorative Products Limited Commemorative spoons	Ottawa	Canada
Computer Assembly Systems, Limited Printed circuit board	Brockville	Canada
Conmark Industries Limited Plastic packaging film	Alliston	Canada
Corah Limited Knitted sweaters and underwear; blouses	Barrie	United Kingdom
Diesels, Turbines & Hydraulics Limited Truck trailers, diesel generating sets, diesel trucks and aircraft tow tractors	Cobourg	Canada
Douglas Filter Corporation Limited Air filters for air conditioning and industrial environmental control	Trenton	United States
Durograf International (Canada) Limited Sensitized aluminum sheets; permanent photographic reproductions onto metals	Metropolitan Toronto	Canada
Dynalogic Corporation Limited Microcircuits for flexible floppy disc units	Ottawa	Canada
Dynamic Tool Corporation Plastic injection moulds	Iroquois	Canada
Dynapac Limited Vibratory soil compaction and concrete vibration equipment	Mississauga	Sweden
Electro Coil Limited Electric coils and transformers	Mississauga	Canada
Entreprises Kadanak Industries Ltd. Blending and compounding of rubber	Sarnia	Canada
Fisco Audio Visual Limited Horizontal editing table for super 8 film	Mississauga	United States
Flex Furniture Limited Custom shelving and furniture	Metropolitan Toronto	Canada
Foamcoil Corporation Ltd. Furniture, car seat and mattress cushioning	Pickering	Canada
Four B Manufacturing Limited Sewing of shoe uppers	Tyendinaga Reserve (Deseronto)	Canada
Freeman Resins Limited Specialty industrial resins for States		
GWD Controls Limited Web guiding systems for printing presses	Burlington	United States
Gamma Sports Limited Sports shoes	Metropolitan Toronto	Canada
George Dress Fashion Contract ladies' wear	Kitchener	Canada
Golden Triangle Fasteners, Division of Production Tool and Fastener Co. Ltd. Sheet metal, tapping and wood screws	Milton	Canada
Gomes Yarns Limited Metallic threads and yarns	Renfrew	India



COMPANY	LOCATION	ORIGIN
The Griffith Laboratories, Limited Textured vegetable protein as meat product supplement	Metropolitan Toronto	Canada
H.F. Instruments Limited Turbidimeters and gas chromatographs	Caledon (Bolton)	Canada
H.S.T. Synthetics, Division of Ty-Sak Agencies Ltd. Awnings and tarpaulins; pool covers	Mississauga	Canada
Hawco Products Limited Alphabetical list finder; cement chemicals; cleaning compounds	Brantford Township	Canada
Heritage Yacht Builders Company Limited Yachts "Heritage 35 "	Metropolitan Toronto	Canada
J. Hildebrandt Wood Products Limited Cedar doors and wooden products	Barry's Bay	Canada
Hohmann & Bernard (Canada) Limited Metal building specialties for use with concrete masonry and stone construction	Mississauga	United States
Holland R.V.E. Limited Trailer frames and hitches	Norwich	Canada
Image Sales Agencies Printed T-shirts; printed signs; transfer decals	Peterborough	Canada
Insta Cup Inc. Packaging system for instant beverages	Thornhill	Canada
Interdata of Canada Limited Mini-computer and components for mini-computer systems	Mississauga	United States
International Honeycomb Canada Limited Honeycomb core; laminated panels; and disposable pallets	Cobourg	Canada
International Scissor Limited Scissors, shears and trimmers	Perth	Canada
Inwood Forest Products Limited Lumber for pallets	Upsala	Canada
Istec Limited Inertially stabilized camera mounts and other apparatus	Hamilton/Dundas	Canada
Jayco (Canada) Limited Travel trailers	Brunner	United States
Jongro Extrusions and Manufacturing Limited Rubber extrusions and fabrications	Oshawa	Canada
Lake Ontario Concrete Industries, Division of Kilmer Van Nostrand Co. Limited Sewer pipe and concrete beams	Whitby	Canada
H.D. Lee of Canada, Ltd. Denim jeans	North Bay	United States
Le Fumoir Company Limited Processed meats	Finch Township (Crysler)	Canada
Leslie International Reducing valves, temperature regulators and control instrumentation	Mississauga	United States
Lexxel Limited Structural foam parts for the furniture, appliance and material handling industries	Metropolitan Toronto	Canada



COMPANY	LOCATION	ORIGIN
Liberty Electric Products Limited Lamp shade frames	Brampton	Canada
Likwood Plastics Limited Custom moulded urethane parts for furniture, televisions, and picture frames	Metropolitan Toronto	Canada
Lindsay Plate & Structural Steel Limited Custom steel fabrication	Winona	Canada
Logic/One Ltd. Data terminal unit; custom keyboard and security badge reader	Mississauga	Canada
Lynx Precision Golf Limited Golf clubs	Metropolitan Toronto (Agincourt)	United States
M.F. & R. Playford Manufacturing Ltd. Meteorological supplies; instrument shelters; and custom woodworking	Ajax	Canada
MacMillan Bloedel Limited, Building Materials Flake board "Aspenite"	Paipoonge Township (Thunder Bay)	Canada
Magalloy Limited Alloy castings	Mitchell	Canada
Malibu Fabrics of Canada Limited Upholstery and drapery fabrics	Smiths Falls	Canada
Mariton Limited Plastic juvenile furniture	Metropolitan Toronto	Canada
Mastic Manufacturing Limited Rigid vinyl siding and accessories	London	Canada
McCall and Company Limited Wooden boxes and palletainers; cable and hose reels	Delhi	Canada
Mill North Carpet Manufacturing Corp. Broadloom carpeting	North Bay	Canada
Mohawk Medical Supplies Limited Rescue system (stretcher)	Stoney Creek	Canada
NCR Canada Limited Bank proof coding, endorsing and cheque sorting equipment (electro-mechanical)	Waterloo	United States
NTN Bearing-CAE Limited Railway roller journal bearings and industrial ball bearings	Mississauga	Japan
Naden Boats Ltd. Aluminum fishing boats	Vermilion Bay	Canada
Nadio Limited Ladies' nightwear	Vankleek Hill	Canada
Nelson Steel Co. Ltd. Steel processing - pickling, oiling and slitting steel coils	Stoney Creek	Canada
Newaygo Forest Products Limited Dimensional lumber and wood chips D Mead	United States	
Niagara Pools International Inc. Swimming pools, liners and filters	Oshawa	Canada
Nipissing Cedar Products Limited Cedar shingles	Springer Township (Sturgeon Falls)	Canada
Nordic Engine & Machine Limited Drive line assemblies and rebuilt engines	Sudbury	Canada
Northern Ontario Castings Limited Grey iron castings - Bracebridge	Canada	
Northern Wood Home Canadian Limited Prefabricated (log-type)	Keewatin	West Germany



COMPANY	LOCATION	ORIGIN
Northfield Metal Products Ltd. Office furniture hardware – chair components	Waterloo	Canada
Norweb Limited Newspapers, flyers and tabloids	Timmins	Canada
Nor-Wood Products (Sault) Limited Pre-finished pine plank paneling	Sault Ste. Marie	Canada
Oetiker Limited Hose clamps and associated products	Metropolitan Toronto	Switzerland
Omni Railway Equipment, Limited Corrugated paper doors with steel strapping for grain box cars	Brampton	United States
Ontario Glass Craftsmen Limited Metal and glass curtain walls, and entrances and doors	Niagara Falls (Chippawa)	Canada
Perth Marine Industries Limited Fibreglass dinghy type of sailing boats	Perth	Canada
Plastiform Industries Limited Plastic calendar cards, credit and I.D. cards; other advertising specialties	Mississauga	Canada
Polyshine of Canada Ltd. Cleaning and polishing products for automotive industry	Metropolitan Toronto	Canada
Progar Manufacturing Limited Paper balers	Brantford	Canada
Quinton Instruments (Canada) Limited Cable sets and electrodes; Electrocardiograph simulator	Metropolitan Toronto	Canada
Rainbow Concrete Industries Limited Concrete blocks and pre-cast products	Nipissing Indian Reserve (North Bay)	Canada
Red Beech Industries Limited Institutional furniture	Belleville	Canada
Ridgeline Products Inc. Rainwear; tents and camping equipment	Metropolitan Toronto	Canada
Robadair Limited Steel and aluminum cabinets	Gloucester Township (Ottawa)	Canada
Robichaud Wood Products Limited aluminum sash and horizontal slider	Penetanguishene	Canada
Romet Limited Rotary positive displacement gas meters	Mississauga	Canada
Ross Broadcast Products Limited CTV broadcast control equipment – Iroquois	Canada	
SEW Eurodrive Canada Limited Electric motors and speed reduction gears	Brampton	West Germany
St. Catharines Corrugated Containers Incorporated Industrial corrugated containers	Thorold	Canada
Allan Nye Scott Enterprises Ltd. Fibreglass sailing cruiser "Alberg 22"	Belleville	Canada
Shamrock Construction Chemicals Limited Industrial chemicals	London	Canada
Shop-Vac of Canada Limited Industrial and home vacuum cleaners	Metropolitan Toronto	United States
Standard Paper Box Ltd. Corrugated containers	Belleville	Canada





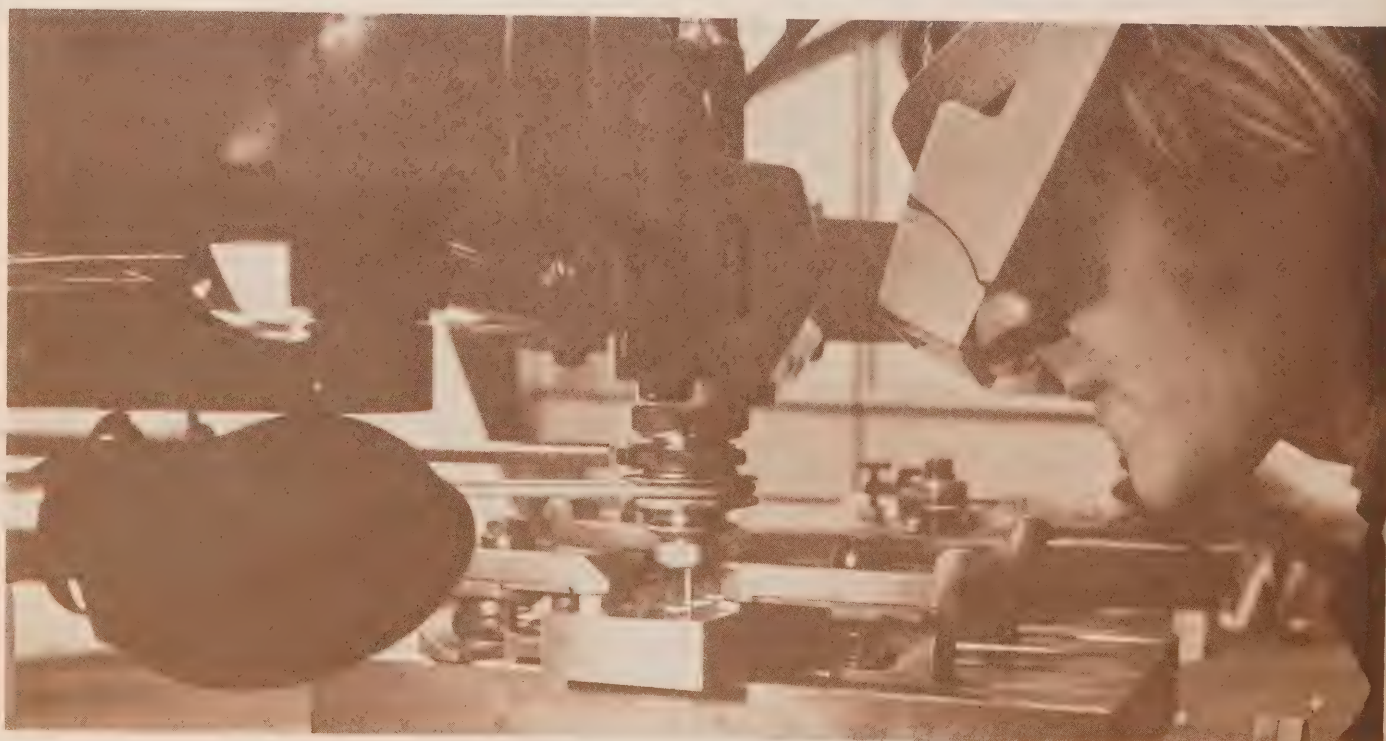
COMPANY	LOCATION	ORIGIN
Standard Tube Canada Ltd. Catalytic converters for automotive industry	Blenheim	Canada
Richard Stanleigh of Canada Inc. Men's leisure suits	Metropolitan Toronto	Canada
Strip Tinning of Canada Limited Hot-tinned copper strips	Mississauga	Canada
Symplastics Limited Polyethylene book covers for stationery industry; mudguard flaps for trucks	Orangeville	Canada
Systems Approach Limited Mini computer systems	Ottawa	Canada
TAF Electronics Manufacturing Limited Electronics – TV tubes	Sudbury	Canada
T.S. Manufacturing Company Sawmill equipment and custom machinery	Lindsay	Canada
Taylor & Beange Company Ltd. Metal doors, windows and frames	Sudbury	Canada
Terry Travel Trailer Ltd. "Terry" travel trailers	Renfrew	United States
Therma-Tru Limited Insulated metal clad entry door	Metropolitan Toronto	Canada
Three H Manufacturing Limited Modular and knock-down furniture	Haileybury (New Liskeard)	Canada
Totes Canada Limited Light weight rubber overshoes	Metropolitan Toronto	United States
Track and Turf Equipment Ltd. Custom-built starting gates for horse racing	Metropolitan Toronto	Canada
Tran Communications Limited Electronic systems for computers and data transmission	Mississauga	United States
Trillium Ceramic Tile Manufacturing Inc. Ceramic floor and wall tiles	Bowmanville	Canada
Unimatic Bulk Curing Systems Tobacco bulk curing kiln	Delhi	Canada
Unitog Canada Ltd. Men's uniforms	Pembroke	United States
Vega Industries (Canada) Limited Fireplaces	Cobourg	United States
Vikian Industries Limited Fireplace logs	Stoney Creek	Canada
Visador Canada Door lights and decorative mouldings	Picton	United States
Wegu Canada Inc. Sailboats and accessories; rubber products	Whitby	West Germany
West Cane Sugar Limited Sugar refining	Oshawa	Canada
D.D. Williamson (Canada) Ltd. Colorings for food industry	Brockville	United States
Z-H Paper Product Limited Corrugated carton	Brantford	Canada
Zochem Limited Zinc oxides	Brampton (Bramalea)	Canada

JOINT VENTURES

Seventeen completed Joint Ventures were reported by Ontario manufacturers during 1974. The resulting companies, jointly owned by Ontario industrialists or financial interests and persons or companies from within or outside of the Province, add to the manufacturing base of Ontario. Of the seventeen reported joint ventures, 16 have been authorized by the principals for publication in this issue.

COMPANY	LOCATION	PRINIPALS	PRODUCTS	ONTARIO REGION
CAMBRIDGE DRUG MANUFACTURERS LTD.	Cambridge	SCHI-WA GmbH Glandorf, West Germany K-VET LIMITED Cambridge, Ontario	Drugs & Pharmaceuticals	Central West
CAMPBELL GOLF BALL COMPANY LIMITED	Toronto	INCURSUS LIMITED Toronto, Ontario CAMPBELL MANUFACTURING COMPANY LIMITED Downsview, Ontario	Golf Balls	Central East
CHESTERTON, A.W. LIMITED	Burlington	CHESTERTON, A.W., COMPANY Stoneham, Mass. THOMSON-GORDON LIMITED Hamilton, Ontario	Mechanical Packings & seals	Central West
COMPLEMENT ENTERPRISES LIMITED	Welland	BARROWS ENTERPRISES INC. Camanche, Iowa WELLAND TRAILER SALES LIMITED Welland, Ontario	Fibreglass moulded pick-up truck covers	Central West
ENGINEERED YARNS OF CANADA	Markham	ENGINEERED YARNS INCORP. Coventry, Rhode Island Wm. B. STEWART & SONS LIMITED Markham, Ontario	Coated yarns	Central East
FIAT-ALLIS (CANADA) LTD	Mississauga	FIAT-ALLIS MACCHINE MOVINENTO TERRA Torrino, Italy ALLIS-CHALMERS RUMLEY LIMITED Guelph, Ontario	Construction Equipment	Central East
FILTERFAB INC.	St. Catharines	E.W. ANDREW LTD. Lancashire, England FILTERFAB INC. St. Catharines, Ontario	Felt	Central West
FREDERICK PARKER (CANADA) LTD.	Scarborough	FREDERICK PARKER (CANADA) LTD Leicester, England FREDERICK PARKER (CANADA) LTD. Scarborough, Ontario	Rock crusher, sand & gravel hauling equipment	Central East
PETROSAR LTD.	Sarnia	POLYSAR LTD. Sarnia, Ontario & DUPONT OF CANADA LTD. Montreal, Quebec UNION CARBIDE CANADA LIMITED Toronto, Ontario	Chemicals for plastic industry	Southwestern

COMPANY	LOCATION	PRINIPALS	PRODUCTS	ONTARIO REGION
PLASTIC RECYCLING INCORPORATED	Scarborough	PLASTIC RECYCLING LIMITED Kentford, England DANSON CORPORATION LIMITED Scarborough, Ontario	Plastic recycling system & machinery	Central East
PLASTIC SURFACE FINISHERS LIMITED	Whitby	LACREX BREVETTI S.A. Switzerland PLASTIC SURFACE FINISHERS LIMITED Whitby, Ontario	Couplings, Wrenches	Central East
PROFILE EXPANDED PLASTICS LTD.	Ajax	PROFILE EXPANDED PLASTIC LTD. London, England GENERAL FOAM & CUSHION Concord, Ontario	Polystyrene shells for the furniture industry	Central East
SHORE HYDRAULICS LIMITED	Downsview	THE SHORE GROUP LIMITED Rexdale, Ontario THE WILLOW MANUFACTURING COMPANY LIMITED Toronto, Ontario	Hand Jacks	Central East
SPRATT PET FOODS (CANADA) LTD.	Toronto	SPILLERS FOODS LIMITED England CANADA PACKERS LIMITED Toronto, Ontario	Pet Foods (Dry Expanded)	Central East
STONE CONSTRUCTION EQUIPMENT SALES LTD	Kitchener	STONE CONSTRUCTION EQUIPMENT LIMITED Kitchener, Ontario COSGRO MANUFACTURING CO. LTD. Guelph, Ontario	Asphalt Rollers	Central West
TOWNE APPLIED TECHNOLOGY LTD	Niagara Falls	TOWNE APPLIED TECHNOLOGY INC. Buffalo, New York CAN-ENG HOLDINGS LIMITED Niagara Falls, Ontario	Computer controlled integrated manufacturing processes	Central West



MANUFACTURING ARRANGEMENTS

A total of 168 licensing arrangements were reported by Ontario companies in 1974. Permission has been granted by the principals to publish the details of 125 of the arrangements in this issue.

LICENSEE	LICENSOR	PRODUCT
A.B.F. AUTOMATED BUSINESS FORMS LIMITED Toronto	BACH, Mr. ARLE G. North Carolina, USA	"Autoflex" process for lining up computer forms for faster use
ALGOMA STEEL CORPORATION LIMITED, THE Sault Ste Marie	UNION CARBIDE CANADA LIMITED Toronto	Bulkweld Powder
ANTI-FRICTION ENTERPRISES LTD. Toronto	RUST PROOFING & METAL FINISHING CORP., Medford, Mass., USA	"Endurion" – Anti-Corrosion & wear resistant chemical treatment for steel products
AUTO CAR PARK CO. LTD. Guelph	DECATUR, ELECTRONICS INC. Decatur, Illinois, USA	Vehicle detector
BENNETT AND HANSON LIMITED Smiths Falls	TRIMEX GROUP LIMITED Ottawa, Ontario	Trailer for sail boats, masts & booms
BRIDGE & TANK COMPANY OF CANADA LIMITED Hamilton	AMERICAN DEMAG CORPORATION New York, NY, USA	Cranes
CANADIAN FINE COLOR CO. LIMITED Toronto	ROGERS CORPORATION Rogers, Conn., USA	Plate & Press Room Chemicals
CANADIAN HELMITIN COMPANY LTD., THE Toronto	SHOE & ALLIED TRADES RESEARCH ASSOCIATION Satra House, Kettering, UK	Satreat Process
CANADIAN OXYGEN LIMITED Toronto	UNION CARBIDE CANADA LIMITED Toronto	Electric Arc Welding Process
CANADIAN WELDING GASES LTD. Belleville	UNION CARBIDE CANADA LIMITED Toronto	Bulkweld Powder
CHASCO MOBILE LIMITED Oakville	EPCO MOBILE HOME PRODUCTS INC. Marshall, Michigan	Ground Hog Anchors for Mobile Homes
CLARK KENNEDY CO. LIMITED Toronto	ENVIRO-CARE COMPANY River Forest, Illinois	Flowminutor
CLARK MACHINE CO. LTD. St. Catharines	UNION CARBIDE CANADA LIMITED Toronto	Bulkweld Powder
DECO TOOLS (CANADA) LIMITED Scarborough	DECO TOOLS INC. Toledo, Ohio	Spray paint masks (stencils) & automatic spray paint machines and mask washers
DEERFIELD PLASTICS LIMITED Newmarket	UNION CARBIDE CANADA LIMITED Toronto	Plastic Film Extrusion Process
DELORO STELLITE DIVISION OF CANADIAN OXYGEN LIMITED Belleville	E.I. DU PONT DE NEMOURS AND COMPANY Wilmington, Delaware	Tribaloy
DIWALT INDUSTRIES LIMITED Downsview	W.C. BRADLEY MANUFACTURING COMPANY Columbus, Georgia	Gas, Electric & Coal-Fired Barbeques
DOMINION FOUNDRIES & STEEL LIMITED Hamilton	UNION CARBIDE CANADA LIMITED Toronto	Bulkweld Powder
DOWTY EQUIPMENT OF CANADA LIMITED Ajax	SAUNDERS AIRCRAFT CORPORATION Grimley, Manitoba	Aircraft Landing Gear

Manufacturing Arrangements cont.

LICENSEE	LICENSOR	PRODUCT
DUNDAS FOUNDRY COMPANY LIMITED Simcoe	INDUSTRIAL AIR INC. Amelia, Ohio	Industrial Fans and Ventilating Equipment
ELAN BODY FASHIONS LIMITED Toronto	MUNSINGWEAR INC. Minneapolis, Minnesota, USA	Girdles and "Vassarette" Lingerie
EMBREE INDUSTRIES LIMITED Hamilton	MASON MARKING SYSTEMS Norfolk, Virginia, USA	Shipping Stencils – partial processing
ERCO INDUSTRIES LIMITED Toronto	KREBS & CIE Paris, France	Technical Information & Engineering Services
ERCO INDUSTRIES LIMITED Toronto	HOOVER CHEMICAL CORPORATION Niagara Falls, NY, USA	Cross Licensing of Patents
EXPORT TOOL & WELDING CO. LIMITED Toronto	NORBELL CORPORATION Daytona Beach, Florida, USA	Wire Feeding Device
FENWICK AUTOMOTIVE PRODUCTS Toronto	JOHNS MANVILLE PRODUCTS CORPORATION Waukegan, Illinois, USA	Asbestos for disc brake pads etc.
FROLIC TOYS LIMITED Toronto	NASTA INDUSTRIES LIMITED New York, NY, USA	Toys
FROLIC TOYS LIMITED Toronto	CRAIG-HENRY TOYS LIMITED Boston, Mass., USA	Toys
GALT CANADIAN WOODWORKING MACHINERY LTD. Cambridge	AL KACZMAREK Addison, Illinois, USA	Refuse Reducer Machine
GARLAND COMMERCIAL RANGES LIMITED Toronto	INDUSTRIAL INDUSTRIES INC. Houston, Texas, USA	Commercial Ventilation Equipment ("Vent Master")
GENERAL MOTORS OF CANADA LIMITED Oshawa	JOSEPH LUCAS (INDUSTRIES) LIMITED Birmingham, UK	Heat-Sealing Plastic Battery Cases & Covers
GRAPHICO PRECISION WORKS LTD. Scarborough	SANDERS ASSOCIATES INCORPORATED Manchester, N.H., USA	Flex prints
HAESSLER & DEWAY LIMITED Brampton	VELTEN-PULVER INC. Chicago Ridge, Illinois, USA	Conveying systems for bakery and food processing industry
HALLMARK PACKAGING MACHINERY LTD. Markham	REXHAM CORPORATION Rockford, Illinois, USA	Packaging Machinery
M.A. HENRY LTD. Dundas	ALGOMA NET COMPANY Milwaukee, Wisconsin, USA	Hammock Beds, Frames
HEAVY CONSTRUCTION TIRE SERVICES INCORPORATED Scarborough	VAKUUM VULK US INCORPORATED Muscatine, Iowa, USA	Cold Curing Truck Tire Retreading Process
HOUSE OF GAMES CORPORATION LIMITED Bramalea	RESEARCH GAMES INC. New York, NY, USA	Games
IDENTICARD LIMITED Toronto	NATIONAL RESEARCH COUNCIL Ottawa	Security Systems & Papers
IDENTICARD LIMITED Toronto	MACRO INDUSTRIES INC. Rochester, NY, USA	Cameras
INTERNATIONAL HONEYCOMB CANADA LIMITED Cobourg	DUFAYLITE DEVELOPMENTS LIMITED St. Neats, Huntingdon, UK	Honeycomb Core Materials
J.F.L. ACCESSORIES & MFG. INC. Mississauga	O'NEILL, RITA (MRS.) Toronto	Bicycle Reflector Safety Bar
KONGSKILDE LIMITED Exeter	KONGSKILDE KONCERNSELSKAB A/S Soro, Denmark	Agricultural Equipment
LEVER DETERGENT LIMITED Toronto	UNION CARBIDE CANADA LIMITED Toronto	Automotive Rinse Formula

LICENSEE	LICENSOR	PRODUCT
LISLE METRICS LTD. Toronto	GREAT LAKES INSTRUMENT INC. Milwaukee, Wisconsin, USA	PH Instruments & Probes
MARSHALL INDUSTRIES LIMITED Toronto	FOLDING CARRIER CORPORATION Oklahoma City, Oklahoma, USA	Shopping Carts
MILLTRONICS LIMITED Peterborough	MERRICK SCALE MFG. COMPANY Passaic, NJ, USA	Conveyor Belt Scales & Weigh Feeders
MONARCH MASSAGE EQUIPMENT LIMITED Fort Erie	NIAGARA THERAPY MANUFACTURING LIMITED Brocton, NY, USA	Electrical Massage Equipment
NORMAN WADE COMPANY LIMITED Scarborough	OZALID COMPANY LTD. England	Paper & film coating techniques
OETIKER LIMITED Downsview	HANS OETIKER MEDALLWAREN-UND-APPARATEFABRIK Switzerland	Hose Clamps & Accessories
PARKER BROTHERS, Division of General Mills Canada Ltd., Concord	TOY DEVELOPMENT LIMITED Prestbury, Cheshire, UK	Game – "Disney Spin"
PARKER BROTHERS, Division of General Mills Canada Ltd., Concord	GRUEN, PAUL J. Mr. Newbury Port, Mass., USA	Game – "Pay Day"
PARKER BROTHERS, Division of General Mills Canada Ltd., Concord	GRUEN & SIMMONS Newbury Port, Mass., USA	The Olympic Game re-named "Pentathlon"
PARKER BROTHERS, Division of General Mills Canada Ltd., Concord	TRIBRIT PRODUCTS LIMITED New Barnet, Hertfordshire, UK	Model Maker
PARKER BROTHERS, Division of General Mills Canada Ltd., Concord	INVICTA PLASTICS LTD. Oadby, Leicester, U.K.	Mastermind
PARKER BROTHERS, Division of General Mills Canada Ltd., Concord	EDEN CRAFT CORPORATION Bronx, NY, USA	Replica Arts
PARKER BROTHERS, Division of General Mills Canada Ltd., Concord	BAR-DAVID LICENSING AGENCY LTD. Tel Aviv, Israel	Whatchmacallit
PARKER BROTHERS, Division of General Mills Canada Ltd., Concord	AIRFIX Haldane Place, London, UK	Cotton Craft
PARKER BROTHERS, Division of General Mills Canada Ltd., Concord	AIRFIX Haldane Place, London, UK	Pounce
PARKER BROTHERS, Division of General Mills Canada Ltd., Concord	PALITTOY LIMITED Coalville, Leicester, UK	Moviemaker
PARKINSON COWAN (CANADA) LTD. Chatham	ROBERT H. PETERSON CO. Pasadena, Calif, USA	Natural & LP Gas Fire Log sets
PATTERSON INDUSTRIES (CANADA) LIMITED Scarborough	T.L. SMITH DIV. OF ATO OHIO Milwaukee, Wis., USA	Concrete Mixers (truck mounted)
PLANT NATIONAL TORONTO LIMITED Toronto	HEDWIN CORPORATION New York, NY, USA	Cubitainer (package)
POLLUTION CONTROL SYSTEMS (INTERNATIONAL) LIMITED Thornhill	SANAQUA SA Geneva, Switzerland	Rotor System (Biological Sewage Treatment)

Manufacturing Arrangements cont.

LICENSEE	LICENSOR	PRODUCT
POLLUTION CONTROL SYSTEMS (INTERNATIONAL) LIMITED Thornhill	SANAQUA SA Geneva, Switzerland	Land Sewage Treatment System
RAPID COVER LIMITED Welland	D.C. KILLIOM Grandview, Montana, USA	Automatic/Manual Canvas Covers for Trucks & Trailers
RELIABLE TOOL & MANUFACTURING COMPANY LIMITED, Welland	CROW HAMILTON & CO. LTD. Glasgow, Scotland	Concrete Pump
E.S. & A. ROBINSON (CANADA) LIMITED Toronto	E.A. MAGIC & SONS Rydal, Pennsylvania	Method of Multi-Coloured Printing on Rotogravure Presses
A.C. SIMMONDS & SONS LIMITED Willowdale	ACCOUSTIC RESEARCH INCORPORATED Norwood, Mass., USA	Hi-Fi Speakers
A.C. SIMMONDS & SONS LIMITED Willowdale	E.F. JOHNSON COMPANY Maseca, Minnesota, USA	Communication radios for land mobile units
SANITATION EQUIPMENT LIMITED Rexdale	E. FISHER AND R. MILES Etobicoke	Humidifier
SHELBY KNITWEAR LIMITED London	BRAD WHITNEY SPORTSWEAR MANUFACTURING CO. Monterey, Calif., USA	Brad Whitney Jackets For Men
SHELDON & BOWMAN INCORPORATED Scarborough	H.D. LEE COMPANY INC. INTERNATIONAL DIVISION New York, NY, USA	Belts
SHILCO INDUSTRIAL SALES LIMITED Mississauga	METZGAR CONVEYOR COMPANY INC. Grand Rapids, Michigan, USA	Packaging Conveyors & Related equipment
SHILCO INDUSTRIAL SALES LIMITED Kitchener	RICHARD SMALLEY (ENGINEERING) LIMITED Osbornby Sleaford, Lincolnshire UK	Excavator
SHILCO INDUSTRIAL SALES LIMITED Kitchener	BAR PRODUCTIONS (BROMSGROVE) LIMITED Bromsgrove, UK	StoraX Mobile Racking & Belt Cleaners
SIGNET TOOL MACHINE COMPANY LTD. Scarborough	HARTCO MANUFACTURING CO. Lincolnwood, Illinois, USA	Clips for furniture & pneumatic tool
SKYKEESH INDUSTRIES LIMITED Vankleek Hill	HALLAM, SLEIGH & CHESTON LIMITED Birmingham, UK	Widney Dorlec Enclosure Systems
SKYWAY ENGINEERING INC. Kitchener	VALLEY ENGINEERING INC. Gray Maine, USA	Snow Grooming Equipment
SOMERVILLE INDUSTRIES LIMITED London	HOUSE OF GRAHAM LIMITED Tillsonburg	Coppercraft Products & Handicrafts (Heritage Crafts)
STEADMAN CONTAINERS LIMITED Brampton	COM CARGO LIMITED Weston-Super-Mare, UK	Refrigerated Freight Containers
THE STEEL COMPANY OF CANADA LIMITED Hamilton	UNION CARBIDE CANADA LIMITED Toronto	Three Steel Scarfing Machines
W.J. STEWART CO. Scarborough	AD-A-DAY INC. Taunton, Mass., USA	Desk Calendars
SUPERIOR ELECTRICS LIMITED Pembroke	SANYO ELECTRIC LIMITED Osaka, Japan	Electric Oscillating Fans
ROBERT TAPE COMPANY LIMITED Ottawa	JOHN MILLER & ALEXANDER WALKER Ottawa	Panel Carrier
ROBERT TAPE COMPANY LIMITED Ottawa	JOHN MILLER & ALEXANDER WALKER Ottawa	Drywall Holder
THOMSON-GORDON LIMITED Hamilton	SURFTEX COMPANY McKeesport, Pa., USA	Surfbelt Cleaner

LICENSEE	LICENSOR	PRODUCT
TRANE COMPANY OF CANADA LIMITED Toronto	THE TRANE COMPANY INCORPORATED LaCrosse, Wisconsin, USA	Air Condition & Heating Roof Top Units
TRIMEX GROUP LIMITED Ottawa	PROCTOR, IAN Mr. England	"Kestrel" Dinghy
TRIMEX GROUP LIMITED Ottawa	PROCTOR, IAN, Mr. England	"Wayfarer" Sailboat
TWIN-LOCK IRON WORKS LIMITED Niagara Falls	ASBURY INDUSTRIES INC. Murraysville, Pa., USA	Front-end Loader Buckets
UNI-TEL LIMITED Scarborough	COMSTAR CORPORATION Minneapolis, Minn., USA	Technical Data & Know-How re Microcomputer for Industrial Control
UNIVERSAL SECTIONS LIMITED Toronto	WATANABE INSTITUTE Tokyo, Japan	Expanded Structure Steel Members
VENUS TRUFORM LIMITED Weston	HIT SALES COMPANY New York, NY, USA	Key Tags & Desk Accessories
VENUS TRUFORM LIMITED Weston	COLT & DUMONT MANUFACTURING St. Petersburg, Florida, USA	Writing Instruments
WARD IRONWORKS LIMITED Welland	DYNAMIC AIR INCORPORATED St. Paul, Minn., USA	Pneumatic Conveying Systems etc.
WARREN PACKAGING LIMITED Scarborough	SHALER COMPANY Waupun, Wisconsin, USA	Shaler Rislone, Rislone Concentrate, Karbout, Rangfael nokrust
WEBSTER AIR EQUIPMENT LIMITED London	FLUIDAIR COMPRESSORS LIMITED Lancashire, U.K.	Rotary Vane Type Air Compressors
WELDO PLASTICS LIMITED Toronto	IBICO AG Zurich, Switzerland	Multi Ring Plastic Binding Elements
D.G. INSTRUMENTS LIMITED Kanata	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Co-axial Velocity Sensor
D.G. INSTRUMENTS LIMITED Kanata	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Fluid flow measuring device for low speed measurement
D.G. INSTRUMENTS LIMITED Kanata	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Co-flowing jet velocity sensor
THE DE HAVILLAND AIRCRAFT OF CANADA LIMITED Downsview	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Shock Absorber
EDA ELECTRONICS LIMITED Ottawa	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Automatic Magnetic Observatory System
EDA ELECTRONICS LIMITED Ottawa	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Proton Precision Magnetometer
ELECTRONIC ASSOCIATES OF CANADA LIMITED Downsview	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Computer program for design of glass filter combinations
ELECTRONIC ASSOCIATES OF CANADA LIMITED Downsview	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Computer controlled photo- electric tristimulus colour-meter
F. FENTIMAN AND SONS LIMITED Ottawa	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Survey Instrument Tower

LICENSEE	LICENSOR	PRODUCT
FLUIDYNAMIC DEVICES LIMITED Mississauga	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Elliptical Pump Seal
GEONICS LTD. Toronto	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	EM/BR – Resist measuring unit
GUILDLINE INSTRUMENTS LIMITED Smiths Falls	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Laboratory Salinometer
HAMMOND MANUFACTURING CO. LIMITED Guelph	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Low Leakage Isolating Transformer for Electromedical Apparatus
O.H. JOHNS GLASS COMPANY LIMITED Toronto	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Equilibrium Phase Still for Petroleum Industry
GEORGE KELK LIMITED Don Mills	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Wave Height & Water Level Gauges
KOMLINE-SANDERSON LIMITED Brampton	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Settling Device
KOMLINE-SANDERSON LIMITED Brampton	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Apparatus for classifying or settling fluid suspensions
LUMONICS RESEARCH LIMITED Kanata	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Pulsed Tea Lasers
MEGA SYSTEM DESIGN LIMITED Scarborough	CANADIAN PATENTS & DEVELOPMENT LIMITED Ottawa	Automated Triple Stud Tuner for Resonant Microwave Heating System
NORTHERN WOOD PRESERVERS LIMITED Thunder Bay	CANADIAN PATENTS AND DEVELOPMENT LIMITED Ottawa	Heavy Duty Aqueous Wood Preservatives
REUTER-STOKES CANADA LIMITED Cambridge	CANADIAN PATENTS AND DEVELOPMENT LIMITED Ottawa	Neutron & Gamma Flux Detector
REUTER-STOKES CANADA LIMITED Cambridge	CANADIAN PATENTS AND DEVELOPMENT LIMITED Ottawa	Constant Power Transistor Anemometer
REUTER-STOKES CANADA LIMITED Cambridge	CANADIAN PATENTS AND DEVELOPMENT LIMITED Ottawa	Single Thermometer for Wet Globe Temperature Index
REUTER-STOKES CANADA LIMITED Cambridge	CANADIAN PATENTS AND DEVELOPMENT LIMITED Ottawa	Electronic Wet Bulb Temperature Index Meter
SINCLAIR RADIO LABORATORIES LIMITED Concord	CANADIAN PATENTS AND DEVELOPMENT LIMITED Ottawa	Antenna Matching Unit
STAKE TECHNOLOGY LIMITED Ottawa	CANADIAN PATENTS AND DEVELOPMENT LIMITED Ottawa	Steamed Wood as a Feed for Ruminants
VALERIOTTE ELECTRONICS (GUELPH) LIMITED Guelph	CANADIAN PATENTS AND DEVELOPMENT LIMITED Ottawa	Antenna Matching Units

PLANT EXPANSIONS

The following 161 companies reported expansions to plants in Ontario at a total cost of \$103,831,329 for an additional 6,299,338 square feet. An additional 2,368 jobs resulted.

Absco Aerosols Ltd., Brampton
Advance Process Supply Co., North York
Airkem of Canada Ltd., Mississauga
Aladdin, Aurora
Apple Hill Cheese Ltd., South Plantagenet
Armalux Glass Industries Ltd., Mississauga
Armstrong Cork Industries Ltd., Lindsay
Ashland Oil Canada Ltd. – Resin and Chemical Division, Toronto
Avery Products Corporation (Canada) Ltd., Rexdale
Aylmer Del Monte Products, Simcoe
B.C. Poly Grinders Ltd., Bramalea
Bay Mills, St. Catharines
Bayfield Boat Yard Ltd., Tuckersmith Township
The Bell Thread Co. Ltd., Arthur
Bendix Heavy Vehicle Systems Ltd., London
Benn Iron Foundry Ltd., Wallaceburg
Binks Manufacturing Co. of Canada Ltd., Etobicoke
Black & Decker Manufacturing Co. Ltd., Brockville
Border City Tire Ltd., Windsor
Boyle-Midway (Canada) Ltd., Etobicoke
Brass Craft Canada Ltd., St. Thomas
Brattan Tool Industries Ltd., Kitchener
M.C. Broderick Ltd., London
Bright Canning Co., Niagara Falls
Canada Cabinets and Furniture Ltd., Waterloo
Canada Packers Ltd., Toronto, Brantford, Walkerton, Listowel
The Canadian Blower & Forge Co. Ltd., Kitchener
Canadian Cold Forging & Coining Co. Ltd., Windsor
Canadian Germicide Co. Ltd., Etobicoke
Canadian Tampax Corp Ltd., Barrie
Canadian Velcro Ltd., Brampton
Canadian Fram Ltd., Chatham
Cal/Ink Chemical Co. of Canada Ltd., Peel
Cambridge Shoes Ltd., Cambridge
Can-Eng Ltd., Niagara Falls
Caravelle Carpets Ltd., Cornwall
Chemplast Div. Chemfluor Plastics Ltd., Mississauga

Circle F Canada Ltd., Durham
City Bakery (Northern) Ltd., North Bay
Clemmer Industries (1964) Ltd., Waterloo
Cluthe Sales (Waterloo) Ltd., Waterloo
Colonial Cookies Ltd., Waterloo
Copeland Laboratories, Toronto
Cornelius Pools and Equipment, St. Catharines
William E. Coutts Co. Ltd., North York
Carlton Cards Co. Ltd., Bramalea
Cronite Canada Ltd., Niagara Falls
Daytron Lighting Products Ltd., Hamilton
Dominion Aluminum Fabricating Ltd., Mississauga
Du Bois Chemicals of Canada Ltd., North York
Doerner Products Co. Ltd., Waterloo
Eldorado Nuclear Ltd., Port Hope
The Electrolyser Corporation Ltd., Etobicoke
Envirotech Canada Ltd., Mississauga
Esmond Equipment Mfg. Ltd., Scarborough
Fahralloy Canada Ltd., Orillia
Fastforms Ltd., Guelph
Faultless Casters Ltd., Stratford
Fiberworld Ltd., Hawkesbury
Fisher Gauge Ltd., Peterborough
Ford Motor Co. of Canada Ltd., St. Thomas, Windsor
Formatop Ltd., New Hamburg
Foseco Canada Ltd., Guelph
Fleetwood Cabinets Ltd., Dorchester
Walter Glitz Cheese Ltd., Milverton
B.F. Goodrich Canada Ltd., Bramalea
Grand River Sales Ltd., Owen Sound
Guy Chart, Pickering
Gorman Rupp, St. Thomas
Hammond Manufacturing Co. Ltd., Guelph
Hein-Werner of Canada Ltd., Durham
Holland & Neil Ltd., Mississauga
Robert Hunt Co. Ltd., London
Imperial Smelting & Refining Co. Ltd., Toronto
Industrial Processing, Cambridge
Inmont Canada Ltd., Brantford
Inter-Provincial Inks, Scarborough
Ipsenlab of Canada Ltd., Scarborough
Irving Steel Ltd., Cambridge
Jemco Wiring Components (Canada) Ltd., Waterloo
Johnson Matthey and Mallory Ltd., Toronto

Murray Kelly Printing and Lithographing Ltd., London
Kingdom Lumber Ltd., Lakefield
Knoch Mfg. Co. Ltd., Dorchester
Lakefield Arms Ltd., Lakefield
Larsen & Shaw Ltd., Walkerton
Larson Woodlands Research Ltd., Thunder Bay
London Concrete Machinery Co., London
Lumiray Manufacturing Inc., Bramalea
Mansfield-Denham General Co. Ltd., Barrie
Matsushita Electric of Canada Ltd., Etobicoke
McGraw-Edison of Canada Ltd., Cambridge
McInnis Equipment Ltd., Windsor
McIntosh Boats, Picton
J.H. McNairn Ltd., Whitby
The Milner-Rigsby Co. Ltd., West Lorne
Modular Windows of Canada, Concord
Monarch Mould Co. Ltd., Scarborough
Monteith McGrath Ltd., Waterloo
Moog-Canada Ltd., Bramalea
Morgan Adhesives Canada Ltd., Weston
Moore Business Forms, Fergus
Neo Industries Ltd., Hamilton
Niagara Paper Box Co. Ltd., Niagara
Nordic International, Mississauga
Nortex American Plastics Co. Ltd., Wallaceburg
Northland Trailers (Soo) Ltd., Sault Ste. Marie
Claude Neon Ltd. (Printing Division), Mississauga
Frederick Parker (Canada) Ltd., Scarborough
Pennkote Ltd., Ajax
Perfection Automotive Products (Windsor) Ltd., Windsor
Peterseon Steels (Canada) Ltd., Agincourt
Photo Engravers & Electrotypers Ltd., Etobicoke
Pilgrim Technical Products Ltd., Mississauga
Pillsbury Canada Ltd., Midland
Plough (Canada) Ltd., Mississauga
Powell Equipment, Thunder Bay
Precision Automotive Co. Ltd., Toronto
The Quaker Oats Co. of Canada Ltd., Trenton
Rahn Metals & Plastics Ltd., North Bay
Ramset Ltd., Toronto
Red Top Equipment Co. Ltd., Orillia
Redirack Industries Ltd., Weston

Plant Expansions cont.

Rexwood, Haileybury
Roger's Plating Ltd., Perth
Rab Engineering Ltd., Mississauga
Regent Tool & Die, Orillia
Rockwell International of Canada Ltd.,
Milton, Tilbury
St. Lawrence Cement Co., Mississauga
Sass Manufacturing Ltd., Chatham
Sawyer-Stoll Lumber Co., Tweed
J.M. Schneider Ltd., Kitchener
Screen Print Display Advertising Ltd.,
Brantford
Sebastian-Corvaglia, Waterloo
Silverwood Industries Ltd., Middlesex
Simmons Ltd., Bramalea
Standard Paving and Materials (Red-D-
Mix Concrete Co.) St. Catharines,
Hamilton
Stock Wooden Toys Ltd., Township of
Holland
Stokeley's Finest Foods, Whitby
Suderex Canada Ltd., North York
Supreme Aluminum Industries Ltd.,
Pickering
Sydenham Quality Dies, Wallaceburg
Syroco Canada, Kitchener
Square "D" of Canada Ltd., Arnnpior
T P S Industries Ltd., Tillsonburg
Tampa Hall Ltd., Kitchener
Teledyne Canada Metal Products,
Woodstock
Teledyne Precision - Cincinnati, North
York
Tool & Cutter Supply Co., London
Tridon Ltd., Burlington
Trophy Nuts Ltd., Bramalea
United Tire & Rubber Co. Ltd., Cobourg
Uniroyal, Waterloo
Vagden Mills Ltd., Trenton
H.E. Vannatter Ltd., Wallaceburg
Vollrath of Canada Ltd., Etobicoke
W & H Voortman Ltd., Halton
The Weatherhead Co. of Canada Ltd.,
St. Thomas
Weldo Plastics Ltd., North York
Wix Filters, Pickering
W.C. Wood Co. Ltd., Guelph
Westinghouse Canada, Hamilton

**PRODUCT PROSPECTING
MISSIONS 1974**

**P.P.M. #21
TOKYO, OSAKA, NAGOYA,
JAPAN
APRIL, 1974**

Dixie Hydraulics Co. Ltd.
Islington
Electrohome Limited, Motor Div.
Cambridge
General Fabricators Co. Ltd.
Toronto
GSW Limited
Toronto
Lo-Lift Corporation Ltd.
Mississauga
The Pedlar People Limited
Oshawa
Retney Holdings Limited
Rexdale
Waltec Industries Ltd.
Wallaceburg

**P.P.M. #22
HANOVER, WEST GERMANY
APRIL, 1974**

Allanson Manufacturing Company
Toronto
Hamilton Porcelains Ltd.
Brantford
Howden Parsons Ltd.
Scarborough
KLK Tool Die & Machine Co. Ltd.
Islington
Missy Crafts Limited
Niagara Falls
Napanee Industries (1972) Limited
Napanee
Niagara Wire Weaving Co. Ltd.
Niagara Falls
Plastic Surface Finishers Limited
Whitby
Pensteel Industries Limited
St. Catharines

**P.P.M. #
LONDON, ENGLAND
MAY, 1974**

Mobile Materials Handling Equip. Ltd.
Mississauga
N.W. Clayton Company Limited
Guelph
Neece Industries Ltd.
Burlington
Flexcon Div., Westeel-Rosco Limited
Toronto
Novak Precision Sheet Metal Limited
Ottawa
Shilco Industrial Sales Limited
Kitchener

**P.P.M. #24
PARIS, FRANCE,
BASLE, SWITZERLAND
JUNE, 1974**

Assinck Bros. Limited
Markham
Pyrotherm Equipment Limited
Burlington
Protective Plastics Ltd.
Don Mills
Francis Hankin Co. Ltd.
Scarborough
Clemmer Industries (1964) Ltd.
Waterloo
Dorr-Oliver Long Ltd.
Orillia
Fabricated Metals & Engineering
(Oshawa) Ltd.
Oshawa
Pumps & Softeners Ltd.
London

**P.P.M. #25
STOCKHOLM, GOTEBURG,
SWEDEN
OSLO, NORWAY**

Argo Plastics & Chemicals Ltd.
Brampton
Bay Mills Ltd.
Downsview
Can-Eng Manufacturing Ltd.
Niagara Falls
Jarvis Clark Co. Ltd.
North Bay
Morissette Manufacturing &
Sales Limited
Haileybury
Repla Limited
Oakville
Kardam Manufacturing Ltd.
Windsor

**P.P.M. #26
LISBON, PORTUGAL
PARIS, FRANCE
BARCELONA, SPAIN**

Bloomfield Industries of Canada
Rexdale
Cornelius Mfg. Co. Ltd.
Rexdale
Custom Diemakers Ltd.
Scarborough
Michael Shulman Associates Ltd.
Downsview
G.H. Wood & Company Limited
Toronto

INDUSTRIAL DEVELOPMENT TECHNOLOGY MISSIONS 1974

GERMANY – JANUARY/FEBRUARY *International Furniture and Plant Visits*

Heirloom of Canada Ltd./Chelsey
Curvply Wood Products./Orono
Canada Cabinets & Furniture
Ltd./Waterloo
Kroehler Mfg. Co. Ltd./Stratford
Troister & Co. Ltd./Toronto
Barrymore Furniture Co./Toronto
Du Barry Furniture Ltd./Toronto
Airborne Furniture Inc./Toronto

SWITZERLAND – MARCH *International Congress on Process Controls and Digital Computers; Plant Visits*

Electronic Associates Ltd./Toronto
Conspec Controls Ltd./Downsview
Electro-Dynamics Ltd./Chatham
Quindar Products Ltd./Concord
SIOC Limited/Mississauga
Taylor Instruments Ltd./Toronto
RUSCOM Logic Ltd./Downsview

ENGLAND, FRANCE – MARCH *6th International Congress on Fluidics*

Bellows-Valvair Ltd./Toronto
Purity Packaging Ltd./Peterborough
King Hydraulic Power Ltd./Woodstock
Embree Industries Ltd./Hamilton
Systematic Tool and Die Ltd./Rexdale
Wainbee Ltd./Rexdale
C.J. Power Automatic Tools Ltd./Ajax

GERMANY, HOLLAND, ENGLAND – MARCH *International Building Exhibition*

Canadian Armature Works
Corp./Brockville
Cayuga Materials & Construction Co.
Ltd./Cayuga
Westeel-Rosco Ltd./Toronto
Anderson & Marsh Ltd./Brantford
Armstrong Homes Ltd./Pickering
Duo-Matic of Canada/Waterford
Hughes Roof Truss Co. Ltd./Ajax
MacWood Machine Ltd./Brampton

NEW YORK, U.S.A. – APRIL *A.M.A. National Packaging Exposition; Plant Visits*

Graphic Flexible Packaging
Ltd./Orangeville

Davis Custom Packaging/Scarborough

Progressive Packaging
Ltd./Scarborough

The Lindsay Paper Box Co.
Ltd./Lindsay

ENGLAND, THE NETHERLANDS – APRIL/MAY *Plastics Symposium; Plant Visits*

Protective Plastics Limited/Milliken
Precisioneering Limited/Scarborough
Revkee Industries Limited/Scarborough
Spiroco Co. Ltd./Sarnia
Bell Canada/Don Mills
Shore, Tilbe, Henschel, Irwin/Toronto
Glass Fibre Products Ltd./Fergus
Towend, Stefura, Baleshta, Pfeister,
Saville (Architects)/Sudbury
P.G.L. Architects/Ottawa

BELGIUM, GERMANY – JUNE *International Foundry Congress*

Otaco Foundry Division/Orillia
Dorr-Oliver-Long Ltd./Orillia
Rockwell Mfg. Co. of Canada
Ltd./Cambridge
Galt-Brantford Malleable
Ltd./Cambridge
Kanmet Ltd./Cambridge
Bibby Foundry Ltd./Cambridge
Kelsey-Hayes Canada Ltd./Woodstock
Alloy Casting Industries/St. Jacobs
Ontario Malleable Iron Co./Oshawa
Soo Foundry & Machine Co./Sault Ste.
Marie
John T. Hepburn Ltd./Toronto
Standard Induction Castings
Ltd./Windsor

FRANCE – NOVEMBER *International Food Products Exhibition*

Gay Lea Foods/Weston
New Dundee Creamery Ltd./New
Dundee
Teeswater Creamery Ltd./Teeswater
Nelson Dairy Ltd./Weston
F.G. Bradley Ltd./Toronto
Protein Foods Ltd./Hamilton
Belmont Meat Products/Weston
St. Clair Poultry Packers/Toronto
Silverwood Industries Dairy
Division/Mississauga
Ault Foods Ltd./Winchester

PRODUCT DEVELOPMENT SEMINARS

BROCKVILLE, FEBRUARY, 1974

Companies representing Brockville and
Morrisburg area

LONDON, FEBRUARY, 1974

Twenty-three companies representing
the following areas: Burlington,
Ingersoll, Kitchener, London, Oakville,
St. Thomas, Sheridan Park, Stoney
Creek, Strathroy, Thamesford, Toronto,
Waterloo, Woodstock

LINDSAY, JULY, 1974

Companies representing the following
areas: Bobcaygeon, Bridgenorth,
Brighton, Campbellford, Cobourg,
Colborne, Fenelon Falls, Havelock,
Lakefield, Lindsay, Norwood,
Peterborough, Port Hope.

MISSISSAUGA, OCTOBER, 1974

Fifteen companies representing the
following areas: Bramalea, Burlington,
Etobicoke, Rexdale, Toronto, Weston

NORTH BAY, FEBRUARY, 1975

Sixteen companies representing the
following areas: Callander, Burk's Falls,
New Liskeard, North Bay, Sturgeon
Falls, Sudbury

THUNDER BAY, FEBRUARY, 1975

Seventeen companies representing the
Shebandowan and Thunder Bay areas.





Ministry of
Industry and
Tourism

Ontario

Hearst Block, 900 Bay Street
Toronto, Ontario M7A 2E1

Claude Bennett
Minister

Fred J. Pillgrem
Deputy Minister

Peter A. York, P.Eng.
Assistant Deputy Minister

STRATEGIC PLANNING BRANCH
R.T. Cooper, Director

DIVISION OF INDUSTRY
M.L. Garland, Executive Director

DIVISION OF TRADE
W.A. Fowler, Executive Director

DIVISION OF TOURISM
F.J. Boyer, Executive Director

SMALL BUSINESS-OPERATIONS
DIVISION
N. R. Radford, Executive Director

COMMUNICATIONS DIVISION
G. Cam McDonald, Executive Director

ADMINISTRATION DIVISION
W.G. Ritchie, Executive Director

ONTARIO DEVELOPMENT
CORPORATION
J. H. Joyce, Chairman
A. Etchen, Managing Director

NORTHERN ONTARIO
DEVELOPMENT CORPORATION
John Andrews, Chairman

EASTERN ONTARIO
DEVELOPMENT CORPORATION
Gerald L. Ducharme, Chairman

ONTARIO PLACE CORPORATION
Alan Y. Eaton, Chairman
I. McLennan, Director General

ONTARIO RESEARCH FOUNDATION
L.G. Lumbers, Chairman
Wm. Stadelman, President





Ontario

Lacking 1975

Ontario Review 976-77

MINISTRY OF
INDUSTRY & TOURISM

CAZON
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Ontario
Canada

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MINISTRY OF INDUSTRY AND TOURISM

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SMALL BUSINESS OPERATIONS
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TOURISM
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J.C. Andrews, Chairman

EASTERN ONTARIO DEVELOPMENT
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G.L. Ducharme, Chairman

ONTARIO PLACE CORPORATION
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Ministry streamlined to meet changing needs



The Ministry of Industry and Tourism is committed to the fulfillment of the goals of those whom we serve — the industry, trade and tourism sectors of Ontario. In the following pages of the Industry and Tourism Review you will see our programs and services are designed to enrich your vital contribution to Ontario's life. We, too, work to create a strong economy; helping to create more jobs and export markets, assisting industrial expansion and new technology, promoting an improved tourism industry.

It was not an easy year, 1976, but it did fulfill our expectations given the difficult national and world economic circumstances. Ontario enjoyed renewed export strength in 1976, particularly to the United States, and it was gratifying to see our exports improve by 23.9 %, sharing in Canada's balance of trade surplus.

The outlook for improved exports of manufactured goods in 1977 is encouraging but we are concerned about

the longer term prospects. Labor, industry and government must face the challenge of stiffer world competition. We must cooperate to protect our world competitiveness and our standard of living.

A real concern to me is our imbalance of payments on the tourism account. Our 1974 surplus has slipped to a possible deficit of \$318 million in 1976. I am confident, however, this trend will reverse in 1977. There has been a growing number of tourists from Britain, Germany and Japan to Ontario and we plan to sustain this with a concerted promotional effort in the overseas countries. In the U.S. we are lessening our reliance on television to concentrate on the urban, college-educated, American earning \$25,000 a year or more through advertisements in upscale magazines, radio, newsmagazines and newspapers in border cities.

As the economic atmosphere and the needs of Ontario's industries change so must we change to ensure the Ministry continues to serve effectively. In 1976 our operations were streamlined to provide improved counselling, management assistance and services to meet the full spectrum of business requirements.

We have created a Division of Policy and Priorities to consolidate research and planning ensuring our endeavors reflect the business environment and the goals of industry. Within the Small Business Operations Division a new Consultative Services Branch will consolidate the advisory and consulting services formerly provided by the various divisions.

The Industry and Trade Division brings together all the industry and marketing operations, with the foreign offices, into a unified and strengthened division geared to spur trade expansion and industrial development as well as maintain specialist assistance to industries in Ontario.

I am confident the inherently strong economy of Ontario will continue to prosper and grow. Our combined efforts to meet the challenges of 1977 will ensure this.

Honourable Claude Bennett
Minister





1976 Ministry Highlights

HIGHLIGHT

Manufacturing Opportunities Show stirs orders worth \$67 million

The 1976 Manufacturing Opportunities Show (held every four years) resulted in 729 immediate new orders expected to be worth \$67 million according to final figures.

The three-day show, sponsored by the Ministry of Industry and Tourism in May 1976, attracted 258 exhibitors and 7,159 visitors from Europe, Japan, Mexico, the United States and Canada.

The show fostered 6,429 interests between exhibitors and visiting companies for import replacement, contract sales, licensing agreements and opportunities utilizing unique production facilities.

About \$53 million worth of parts and components now imported will be purchased in Ontario annually as a direct result of the MO Show. Sixty-four exhibitors participated in the import replacement and contract sales sector, 57 of which reported receiving a total 3,759 bids. Forty-seven exhibitors expected to place more than 540 immediate orders.

A total 107 inventors exhibited at the show with a total 268 inventions.

There were 75 exhibitors from Europe and the United States who displayed more than 100 new products for manufacture and sale in Ontario under licensing or joint-venture arrangements. Their products prompted 431 preliminary negotiations for licensing opportunities; 63 for joint venture opportunities.



Twenty-nine of the exhibitors estimated the annual revenue potential resulting from the show for their products at \$14,235,000.

HIGHLIGHT

Major study completed on provincial tourism development

A 1976 tourism highlight involved publication of a major study of the province's tourism industry. The 'Framework for Opportunity' study presents a comprehensive, province-wide strategy for tourism development with emphasis on opportunities for private sector investment.

The study examines Ontario's tourism industry in considerable detail analyzing factors such as natural resources, accommodation, tourist origin, destinations, tourist spending and activities. Current and future trends are considered.

The study's suggested strategy for tourism development is based on a concept of tourism development zones — areas of the province where opportunities for tourism development are considered



particularly attractive. Seventeen such zones are identified. The zones are linked by connecting corridors and supported by areas where less intensive tourism development is considered appropriate. Possible themes and activities are suggested for each zone.

The study also takes into account the province's broad policies and goals with respect to the role of tourism in the general economic and social development of the province.

Detailed studies of separate zones are underway. These detailed studies will identify even more specific tourism opportunities, again with emphasis on private sector investment.

Ontario Industry and Tourism Minister, Claude Bennett, addresses a business luncheon audience during the 1976 Manufacturing Opportunities Show, Exhibition Park, Toronto.

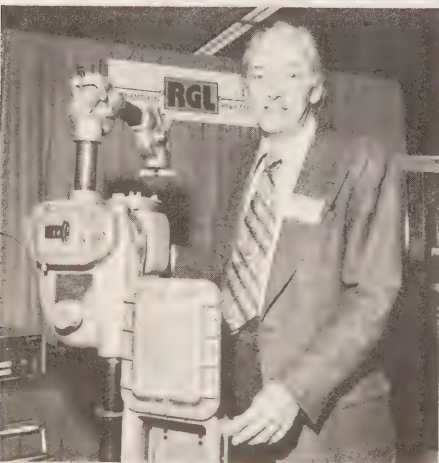




While exhibiting at the MO Show, Derek Fisk, Toronto, demonstrates his invention—a dustless saw designed to save health in the lumber industry.



While at the MO Show, Fred Svirklis, President of Alloy Fork & Related Products, Toronto, demonstrates the lightweight feature of his company's KD aluminum pallet.



MO Show exhibitor, Robert G. Long, President of Canadian RGL Electronics, Toronto, stands next to his company's tank-gauging equipment.

HIGHLIGHT

Energy Bus is effective catalyst to industry energy management

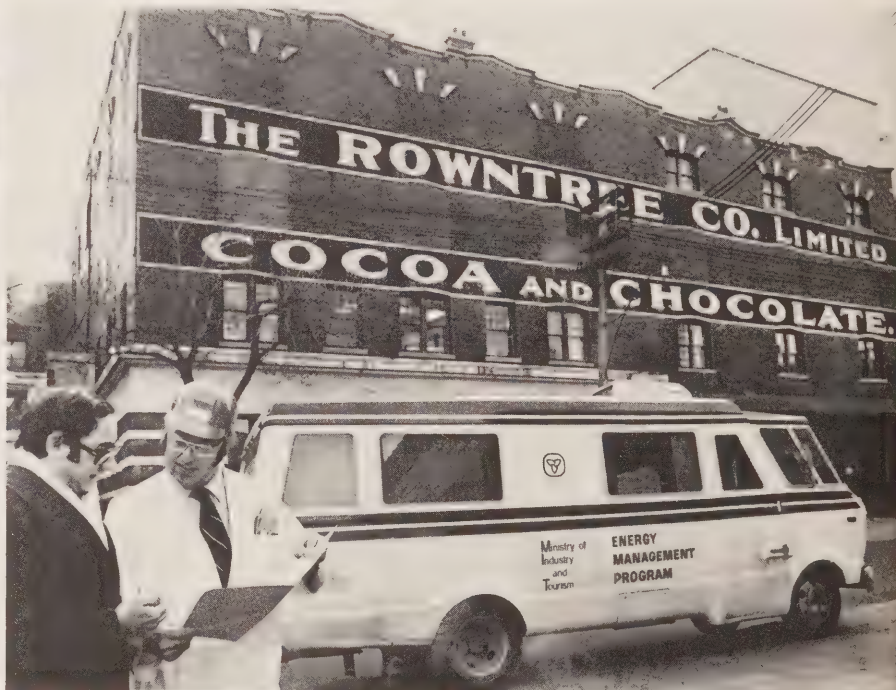
By the end of 1976, potential energy savings of nearly \$18.7 million had been identified by the Ministry of Industry and Tourism's energy bus.

Part of the Ontario government's Energy Management Program, the energy bus criss-crosses the province visiting companies — helping Ontario industry reduce costs through more efficient use of electricity, gas, oil and water. The bus is equipped with a computer which analyzes power consumption and provides an immediate on-site estimate of attainable dollar savings achievable through suggested energy-conservation measures.

In operation for 15 months by the end of 1976, the bus had visited 314 companies. Specifically, it identified savings of \$4,658,890 in electrical power, \$2,029,430 in heating insulation, \$5,765,240 in waste heat and \$6,078,960 in water. While savings per call varied considerably, the average potential saving per visit was \$59,519.

The success of the energy bus has stirred the interest of other provincial and federal governments to adopt similar programs.

During 1977, the Ministry's plan is to have the energy bus visit some 250 firms and identify potential energy savings of \$15 million.



Ministry official, Paul Lingus, studies facts and figures with R.C. Parkin of The Rowntree Co. Ltd., as the Ministry's energy bus visits the Toronto company to identify potential energy savings. In operation for 15 months by the end of 1976, the bus had visited some 314 companies throughout the province identifying total potential energy savings of nearly \$18.7 million.

HIGHLIGHT

Investment mission to Europe and U.K. well received

In September 1976, Ontario Minister of Industry and Tourism, Claude Bennett, joined Ontario Premier, Bill Davis, on an

investment-seeking mission to the United Kingdom and Europe.

Following a marked decline of overseas investment in Canada during the early part of last year, it was decided to meet European investors and foreign government officials face-to-face, to allay any misunderstandings they may have had about recent federal and provincial

legislation affecting the investment climate.

Seminars in eight European cities attracted about 500 business people with Mr. Davis and Mr. Bennett addressing the audiences.

Response to the mission was very encouraging.



Ontario Minister of Industry and Tourism, Claude Bennett and Ontario Premier, Bill Davis, (right), respond to media questions during a press conference prior to their investment-seeking mission departure to Europe in September 1976.



Standing outside historic Billingsgate Market, London, England, Ontario Minister of Industry and Tourism, Claude Bennett, with his Ministry officials, meets with M.G.T. Webster, Vice-Chairman of the U.K. firm Fitch Lovell Ltd., and his senior directors. London was one of eight stopover points during a 1976 Ontario investment-seeking mission overseas.

HIGHLIGHT

Japanese Economic Mission calls on Ontario

In November 1976, the Ministry of Industry and Tourism hosted a high-profile Japanese economic mission visiting the province. The mission, comprised of nine leading Japanese businessmen and government advisors, was designed to promote further expansion of large-scale economic relations and two-way trade with Canada.

Japanese mission leader Hisao Makita, president of the steel-making, ship-building and engineering complex Nippon Kokan K.K., noted that "in the past decade the total two-way trade (Canada-Japan) has been increased about seven times — to some \$3 billion."

In a luncheon speech, Ontario Industry and Tourism Minister, Claude Bennett stressed that conditions were currently ideal for Canada and Japan to consider strengthening economic ties. "We are actively looking for investment and jobs in Ontario . . . we want you and we want to help you in establishing companies in Ontario," he said.

During their 12-day visit to Canada, the mission met representatives of Canada's federal, provincial and municipal governments as well as leaders from industrial, business and financial communities across the country.



Ontario Industry and Tourism Minister Claude Bennett (left), greets Japanese economic mission leader, Hisao Makita (right) who made a courtesy call on Premier Bill Davis (seated center) at Queen's Park. Ontario Industry and Tourism Deputy Minister, James Fleck is standing in the background.

Ministry Organization Chart



THE MINISTRY OF INDUSTRY AND TOURISM

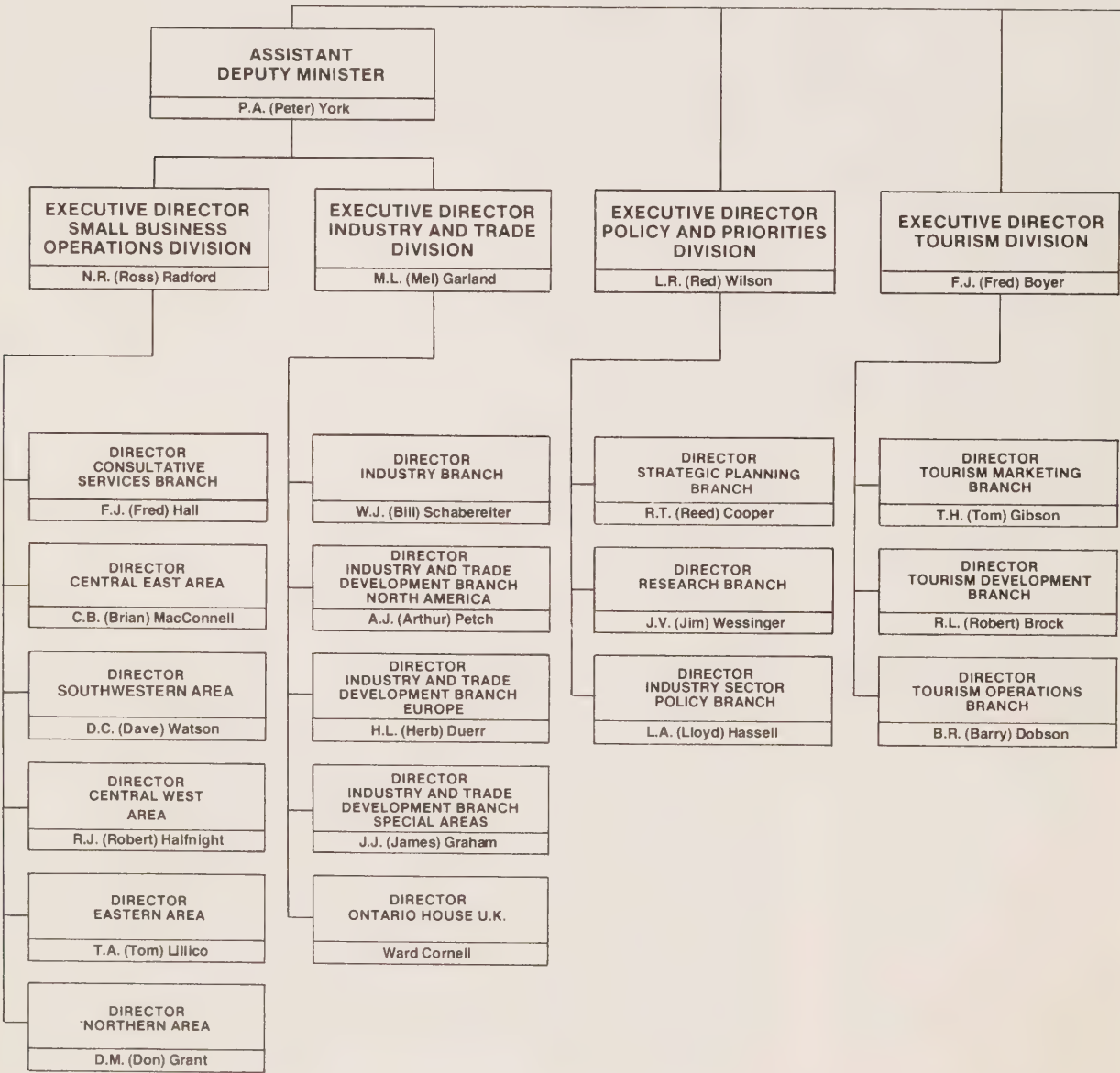
The Ministry of Industry and Tourism encourages development and growth of business, manufacturing and tourism in Ontario through its contacts with individuals, companies and trade or industry associations, and using field offices in the province and in major markets of the world.

GOALS

- Encourage economic growth and wealth creation in the Province of Ontario.
- Assist in removing impediments to the growth and development of free business enterprise in the Province of Ontario.
- Be an objective advocate for the views of industry and commerce in the Ontario Government.

OBJECTIVES

- Maintain and enhance the competitiveness of Ontario's manufacturing base.
- Assist in the improvement of the business investment climate in the Province of Ontario.
- Promote the creation of long-term employment opportunities that utilize the skills and training of Ontarians.
- Assist the development of small business in the Province of Ontario.



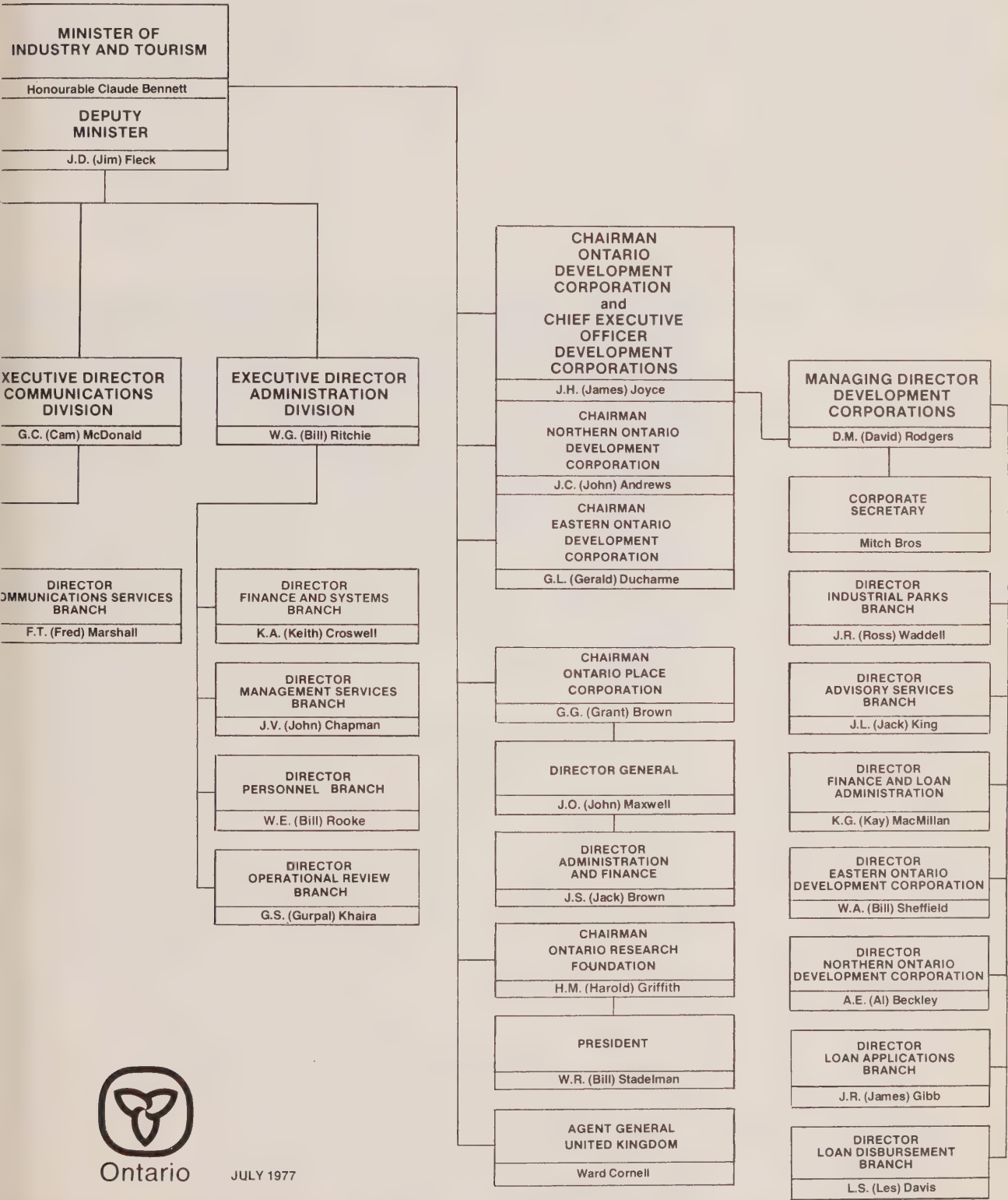
- Increase tourism revenue in the Province of Ontario.
- Assist in the development of export opportunities for Ontario business.
- Encourage the development of new technology and business innovation in the Province of Ontario.

SIX MAJOR DIVISIONS

Industry and Trade, Small Business Operations, Tourism, Policy and Priorities, Administration, Communications.

Within each division, work functions and responsibilities have been underlined to meet the Ministry's far-reaching objectives.

Three Development Corporations — Ontario Development Corporation, Northern Ontario Development Corporation and Eastern Ontario Development Corporation — provide financial and advisory services to business in order to stimulate industrial growth, economic development and employment opportunities.



JULY 1977

Economy 76-77



INTERNATIONAL ECONOMIC DEVELOPMENTS 1976-77

Recovery from the world recession of 1974-75 got underway in 1976. Positive growth was recorded in almost all O.E.C.D. countries with three countries in particular setting the pace of the recovery — the United States, Japan and West Germany. In the U.S. consumers and business people showed increasing confidence, while both the employment and profit picture improved. Japan successfully adjusted to a more realistic path of slower growth with less inflation. The German economy rebounded from the 1975 recession to post a strong 5.5% increase in real GNP in 1976. Recent developments suggest a weaker overall picture in 1977.

The O.E.C.D. Secretariat in its 20th "Economic Outlook" states that the rate of inflation, although decelerating, is likely to remain high in most countries; the growth of production may be insufficient to reduce unemployment; and the investment that most countries require if they are to make good the deficiencies of the past years and cope with the problems of the years ahead may be very slow to materialize. The forecast for the O.E.C.D. area as a whole is for only a 3.75% increase in GNP in 1977 compared to the 5% growth in 1976.

Economic performance is likely to vary considerably among the various countries. Continued growth is anticipated in the U.S., supported by rising consumer demand, a revival in housing starts, and indications of continued growth of business capital spending. An acceleration is also forecast for Japan. The German economy will remain strong, but some slowdown is expected in the course of the year. For most of the remaining developed countries demand appears to be rather weak. The confidence of business has deteriorated, and private fixed investment shows little sign of revival.

World trade recovered moderately in 1976 from its unusual decline during the period 1974-1975, and this recovery is expected to continue through 1977. However, growth in world trade for 1977 is expected to be slightly less than the 8% achieved in 1976.

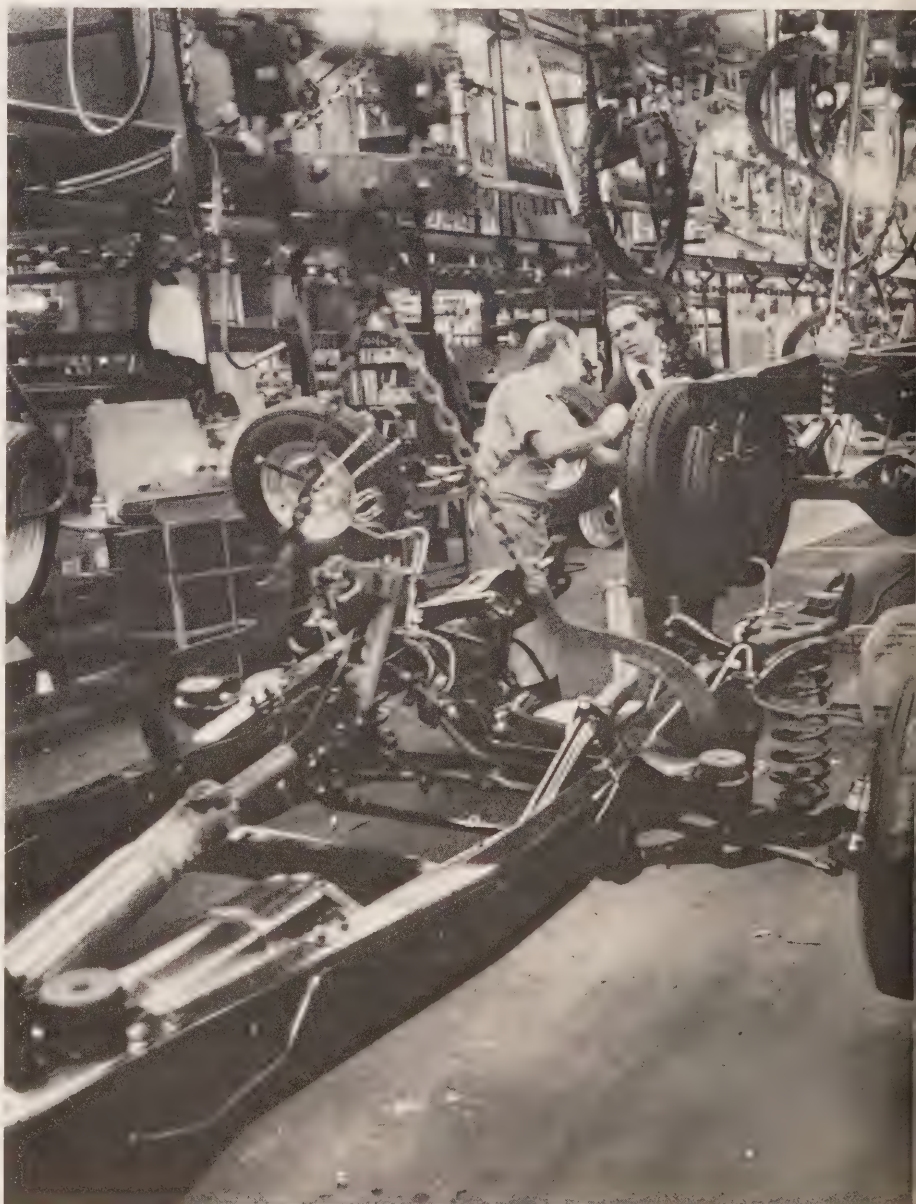
Large current account surpluses are estimated for the Federal Republic of Germany, the Netherlands, Switzerland and the members of the Organization of Petroleum Exporting Countries. The U.S. is likely to experience another current account deficit in 1977, as will most of the O.E.C.D. countries and much of the developing world.

The U.S. is Ontario's major trading partner, accounting for approximately 80% of exports. Within the E.E.C. the largest single markets are the U.K. and West Germany.

Renewed export strength in 1976, particularly to the U.S., caused Ontario's commodity exports to advance by 25%, to a total of \$15.7 billion. This is \$3.2 billion greater than 1975, and reflects

the strong performance of the automotive industry and continuing demand for natural resources. 1977 expectations are for a continuation of this trend.

Over the past decade Ontario exports have increased in value by 330%. During this period there has been an important shift in the composition of our exports. Primary commodities have declined in importance from 22% of the total in 1966 to 13% in 1975, while manufactured goods have grown to represent 65% of the total. Both this shift and much of the growth represents the consequences of the increased trade in automotive products under the Canada-U.S. Automotive Agreement — a factor which has largely worked itself out as a dynamic element in our trade.



Employees install wheels on truck chassis at Ford of Canada's Ontario truck plant at Oakville, Ont.

ECONOMIC OVERVIEW FOR CANADA

The year 1976 was a difficult one, but it was also one in which a number of economic successes were recorded. Real GNP grew by 5% in 1976 with Canada's international transactions exerting a considerable influence on the nation's overall economic performance. Merchandise trade moved from a deficit position to an impressive \$1.3 billion surplus. The rate of inflation was halved to around 6%. After declining for two successive years, productivity rose by approximately 3% in 1976. Real wages increased on average by more than 4%.

On the negative side, the year was characterized by a net outflow of private direct investment, accompanied by high government borrowing abroad. The unsettled investment climate has resulted in Canadian funds available for entrepreneurial activity being increasingly invested outside the country, with no matching inflow of foreign investment. The impact of record government borrowing abroad has been to exert upward pressure on the exchange rate thereby worsening the trade deficit in manufactured goods and the deficit on the tourism account. Both these developments contributed to the increase in the unemployment rate (7.5% of the labour force).

The outlook for 1977 is for continuing, but modest, real growth. The impact of the external trade sector will be equally important in 1977 with the balance of trade in goods and services expected to register a slightly reduced deficit. If, as hoped, faster growth re-emerges among its major trading partners, the growth of Canada's merchandise exports should continue to be strong. Import growth will be retarded somewhat by higher import prices and by continuing weak demand for capital goods. In volume terms, merchandise exports are expected to increase by over 8% in 1977, while import growth will be less than 5%.

The overall deficit on the service account, which reached \$6 billion in 1976 largely because of burgeoning interest and dividend payments on outstanding foreign debt, is expected to increase by a further \$1 billion in 1977. This disconcerting development is likely to become an even more serious problem in the years ahead as Canadian governments and businesses continue to use foreign long term borrowing to finance current consumption.

With the projected deceleration in the growth of total output, a corresponding slowdown in the rate of growth in manufacturing can be expected. Disposable incomes are anticipated to rise more slowly than last year; but with real personal disposable income still advancing over 4%, consumers are likely to remain reasonably confident. The unemployment rate is expected to continue to increase in 1977.

There is general agreement that most of our important economic challenges will be with us for a number of years; namely, the improvement of the investment climate, the need for improved productivity in internationally competitive industries, and the problems of achieving a better balance in our merchandise trade account.



ONTARIO AT A GLANCE

Ontario is the largest of Canada's ten provinces in terms of population (8.2 million in 1975) and second largest in terms of area (413,000 square miles). With a Gross Provincial Product estimated at \$75.0 billion in 1976, Ontario enjoys one of the highest standards of living in the world.

Ontario is the industrial heartland of Canada, producing 51% of the nation's manufacturing shipments. It accounts for 41% of total Canadian exports, and produces 80% of Canada's exports of fully manufactured products.

Ontario alone accounts for 41% of Canada's Gross National Product and 39% of its total personal income.

THE ONTARIO ECONOMIC PERFORMANCE 1976

The Ontario economy expanded modestly in 1976 in response to upswings by its major trading partners. Real output increased by about 5%, a rate slightly higher than for Canada as a whole. Consumer demand and residential construction expenditures increased by 15% and 25% respectively. The resumed demand for Canadian exports provided a stimulus to the manufacturing sector. The auto industry was one of the brighter spots in the manufacturing sector — where increased U.S. demand led to a 35% increase in exports over 1975. At the consumer level, prices did not rise as quickly in Ontario as in the rest of Canada.

Fixed investment by contrast was very weak and reflected the excess capacity in the goods producing sector. Non-residential construction declined 15.2% (in terms of permits issued), from the 1975 total, and expenditures for machinery and equipment were also relatively poor last year. Although the profit performance in Ontario surpassed

that of Canada as a whole in 1976, corporate profits still did not keep pace with inflation. The employment rate dropped marginally, but remained high at 6.2%.

Ontario's economic prosperity depends largely on its export performance. Approximately 30% of the Gross Provincial Product (both goods and services) is exported. The small size of the domestic market and the need for both increased specialization and larger scale production in order to increase the efficiency and productivity of the manufacturing sector makes continued access to foreign markets very important.

ONTARIO'S ECONOMIC OUTLOOK 1977

The outlook for the Ontario economy in 1977 is for modest growth with real GPP projected to increase by less than in 1976. The province's economic performance is significantly dependent on developments in the economies of its major trading partners — particularly the U.S., where continued growth is expected, especially in light of the Carter Administration's recent proposals for stimulating the economy.

Consumer spending will again be a source of strength for Ontario, but the growth in personal disposable incomes will only be about 10%, a deceleration from the 1976 increase.

Generally, manufacturing growth — with the exception of the auto industry, whose successful performance in 1976 is likely to be repeated in the coming year — is expected to be more sluggish. However, it is anticipated that increased capacity utilization will result in productivity improvements in manufacturing.

Business capital spending (on both plant and equipment) is unlikely to show any real increase. Overbuilding in some areas, such as hotels and shopping centers and the existence of significant surplus capacity are contributing factors. Residential construction will be another soft sector. The high inventory levels of newly completed homes in the province will result in a significant decrease in housing starts.

The agricultural sector is expected to outperform the national average this year, while forestry output will rebound sharply from the depressed levels of 1976.

In essence, then, it is unlikely that Ontario's economic growth will be significantly better than the national average. However, while unemployment will remain a serious problem, Ontario will be able to contain it at a lower rate than that for the rest of Canada.

ONTARIO EXPORTS BY COMMODITIES 1975

COMPOSITION OF ONTARIO EXPORTS OF LIVE ANIMALS

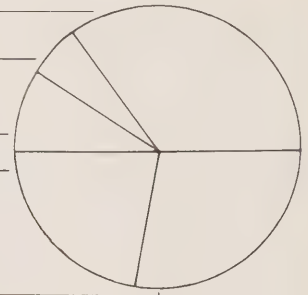
Cattle 40%

Other 3%

Swine 7%

Live Bait 24%

Poultry 26%



COMPOSITION OF ONTARIO EXPORTS OF FABRICATED MATERIALS, INEDIBLE

Other 26%

Steel and Steel Products 13%

Nickel and Alloys 15%

Lumber and Timber 3%

Castings and Forgings 4%

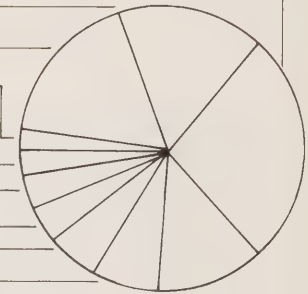
Gasoline and Fuel Oil 5%

Copper and Alloys 5%

Chemicals, Organic and Inorganic 7%

Wood Pulp and Similar Pulp 10%

Paper for Printing 12%



COMPOSITION OF ONTARIO EXPORTS OF FOOD, BEVERAGES, TOBACCO

Other 28%

Bakery Products 3%

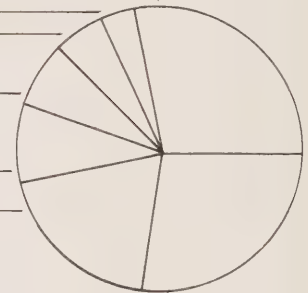
Cereals, Milled 5%

Meat 7%

Unmanufactured Tobacco 10%

Unmilled Cereals 20%

Distilled Alcoholic Beverages 27%



COMPOSITION OF ONTARIO EXPORTS OF END PRODUCTS, INEDIBLE

Other 19%

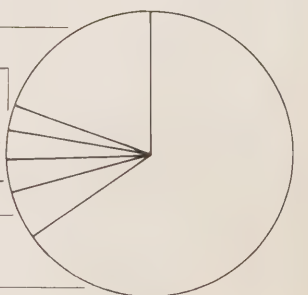
Aircraft 2%

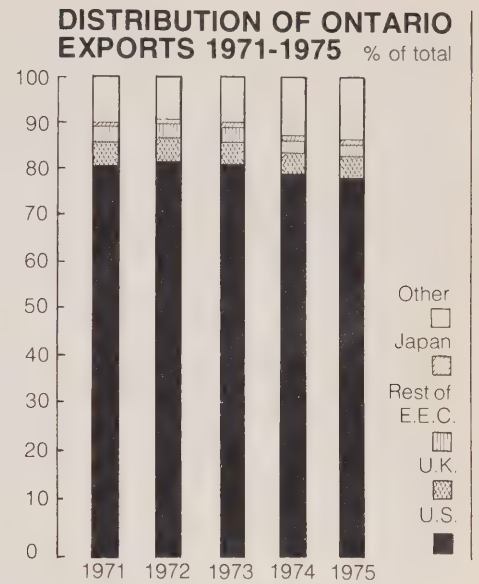
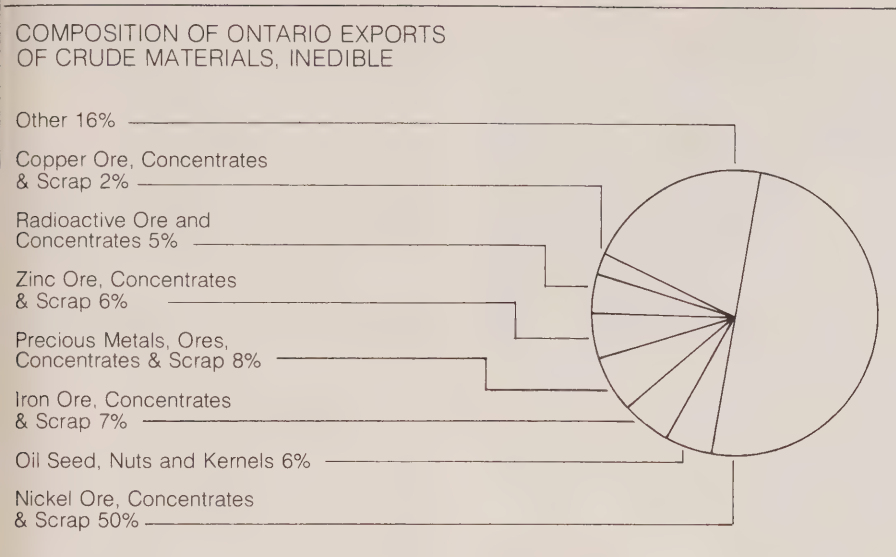
Hay and Harvesting Machinery 3%

Communications and Related Equipment 3%

Office Machines, Computers and Parts 4%

Road Motor Vehicles 69%





TOTAL ONTARIO EXPORTS 1975-1976

(\$'000)

Commodity Section	1975	1976	% of Change
	Domestic	Domestic	
Live Animals	23,633	41,701	76.5
Food, Feed, Beverages, Tobacco	633,622	624,966	1.4
Crude Materials, Inedible	946,259	916,443	5.0
Fabricated Materials, Inedible	2,622,894	3,472,227	32.4
End Products, Inedible	7,801,250	10,064,878	29.0
Special Transactions — Trade	27,899	61,058	118.8
Total Domestic Exports	12,055,557	15,181,273	25.9
Re-Exports	416,775	478,939	14.9
Total Exports	12,472,332	15,660,212	25.6

Source: Statistics Canada. Ontario Exports by Country and Commodity

ONTARIO AND CANADIAN EXPORTS TO SELECTED COUNTRIES 1975-1976

(\$'000)

Country	CANADIAN			ONTARIO		
	1975	1976*	% of Total	1975	1976	% of Total
United States	21,545,347	25,800,034	67.7	9,724,878	12,289,018	78.5
Japan	2,119,843	2,392,423	6.3	122,869	136,413	0.9
United Kingdom	1,783,751	1,853,193	4.9	668,418	588,286	3.8
West Germany	593,049	706,447	1.9	125,157	195,623	1.2
France	340,687	402,355	1.1	62,775	68,701	0.4
Norway	171,283	152,268	0.4	110,075	5,381	—
Australia	237,749	365,732	0.9	101,614	144,226	0.9
Italy	478,086	550,864	1.4	63,697	55,260	0.4
Belgium-Luxembourg	379,852	483,753	1.3	80,383	82,883	0.5
Netherlands	479,014	449,826	1.2	62,121	73,741	0.5
Other countries	4,728,740	4,919,983	12.9	1,350,345	2,020,680	12.9
Total	32,857,401	38,076,878	100.0	12,472,332	15,660,212	100.0

Source: Statistics Canada. Ontario Exports by Country and Commodity.

Division of Industry and Trade



The overall objective of the Division of Industry and Trade is to develop policies and programs that provide specialized services to support and stimulate industrial development and trade expansion throughout Ontario.

Efforts of the division are directed toward:

- Developing a strong, competitive industrial and marketing base.
- Maintaining economic stability.
- Providing leadership in development of manufacturing and service industries.
- Creating more jobs for Ontarians.
- Helping existing facilities expand.
- Encouraging establishment of new companies.
- Stimulating innovation, technology and good design.
- Capitalizing on the benefits of foreign investment.
- Encouraging trade partnerships with foreign business.
- Identifying and maximizing domestic and foreign market opportunities.
- Alleviating regional economic disparities in Ontario.

The Industry and Trade Division unifies all industry and marketing operations — with the foreign offices — into a division geared to spur trade expansion and industrial development as well as maintain specialist assistance to industries in Ontario.

An Industry Branch assists medium and large-sized companies with a specialized consulting group with particular emphasis on productivity improvement, energy conservation and industrial waste recovery. A product manufacturing development group keeps abreast of new product opportunities and manufacturing technologies for Ontario manufacturers to increase their share of the Canadian market and assist in the growth through a merger and acquisition program. Product prospecting, licensing and technology missions are coordinated by this branch. Regional development through municipal assistance, plant location activities, combined with an industrial parks program is also carried out by this branch.

The Ministry's international operations are focussed on three major geographic areas with government programs in respective territories being delivered by geographic area specialists from head office and through offices abroad. The branches are: Europe, Special Areas, and North America.

Ontario House, under the Agent General, is the fifth Industry and Trade Division branch and it provides the Ministry's services throughout Britain and Ireland.

INDUSTRY BRANCH

The Industry Branch initiates policies and programs to stimulate and support industrial development in Ontario. In addition, the branch represents the interests of the industrial community in the development and application of policies at various government levels.

Specialized services are provided to support industry in their efforts to locate new business opportunities and fully utilize their production facilities and capabilities. Municipalities are assisted in attracting and accommodating industrial development.

INDUSTRIAL POLICY

During 1976 efforts were intensified in the area of stimulating industrial investment. Programs and services were designed to foster a strong manufacturing base. A consulting service offered information to industrial investors and small business entrepreneurs. Some 400 consultations provided information on the economic climate, foreign investment regulations, forms of company organization, taxes, labor matters, environmental factors and questions on sources of financing.

To supplement domestic investment, emphasis was placed on encouraging beneficial foreign investment to create



Welcoming visiting trade delegations from around the world is a vital function of the Division of Industry and Trade. During 1976, trade delegations and foreign officials visited Ontario from places including Japan, Senegal, Nigeria, Malaysia, Indonesia, Iran, Sudan, Saudi Arabia and the Philippines.

Ontario Minister of Industry and Tourism, Claude Bennett (right), discusses business opportunities with B.O.W. Mafeni, Nigeria's Commissioner for Agriculture and Rural Development. Mr. Mafeni was in Toronto during June 1976.



employment and replace imports. This approach was introduced at a Toronto seminar held in June to which representatives of foreign consulates located in Ontario were invited. This was followed by a similar program in September during which Ontario's investment climate was discussed with industrial development experts of the Canadian chartered banks, their associates in the foreign banks represented in Ontario, investment advisers and executives of selected foreign and Canadian manufacturing companies.

The highlight of 1976 was an investment mission to Europe led by Ontario Premier William G. Davis and The Honourable Claude Bennett, Ontario Minister of Industry and Tourism, who addressed audiences totalling about 800. Symposia programs to discuss the technical aspects of doing business in Ontario were held in four cities: Vienna, Austria; Zurich, Switzerland; Frankfurt, West Germany; and London, England. Some 500 investment advisers and direct investors attended these programs and active discussions took place on the various opportunities for investment in Ontario. Emphasis was placed on those industries that would increase employment in needed technology areas and in the upgrading of the province's natural resources. The mission resulted in many active inquiries by overseas visitors. In the early months following the programs, serious corporate investors from the four countries in which the seminars were held visited Ontario to investigate opportunities.

INTERGOVERNMENTAL RELATIONS

Through consultations assistance is provided to municipalities for development of programs to attract new

manufacturing facilities. This activity is supported by an Industrial Development Training Program and provision of a Municipal Industrial Development Guide which contains informative data related to various aspects of community development such as preparation of brochures, land-use planning, design and development of industrial parks, and appropriate advertising and promotion activities.

During 1976, three industrial development training courses were conducted at Belleville, Fort Erie and Georgina Township. These courses were attended by 135 representatives from surrounding municipalities. In addition, 34 municipalities obtained guidance through meetings held in the Toronto office, while 26 municipalities were visited for the purpose of providing on-site guidance for industrial development activities.

The Industry Branch also reviewed and analyzed proposed new legislation, regional strategies, land-use plans, and other matters affecting the location of industries throughout the province. This activity was carried out to ensure that other ministries' policies and activities would accommodate industrial development needs in the provision of planned sites, municipal services, power requirements and transportation facilities.

Other data provided to companies included municipal-industrial surveys which are updated annually. During 1976, surveys were obtained from 252 municipalities and 403 complete sets were distributed to development and planning agencies, public and university libraries, Ministry offices throughout Ontario and abroad, and to business consulting companies conducting locational studies for manufacturing firms. In addition, 2,858 individual copies were provided in response to specific enquiries related to location or expansion of industries.



Malaysian trade delegation meets with Ministry officials in 1976 for talks. Seated centre: Peter A. York, Assistant Deputy Minister, Ontario Industry and Tourism.

M. Jusuf, Indonesian Minister of Trade, addresses an Ontario business audience during a Ministry-sponsored meeting/luncheon held at Ontario Place in June 1976.



In response to the Industrial Parks Program, ten municipalities from eastern and northern Ontario submitted projects for consideration. Through this program, loans are made available to municipalities and private developers to assist in land acquisition and/or the provision of internal services for development of a planned industrial park.

An extensive land-use capability study was carried out on provincial land holdings in Edwardsburgh Township. The purpose was to determine sites most suitable for establishment of large-scale industry over a long-term period. Results indicate that approximately 6,500 acres would be suitable for this type of development.

INDUSTRIAL DIVERSIFICATION

Programs are developed to assist Ontario industries find new manufacturing opportunities enabling them to diversify their products. These opportunities from across Canada and around the world offer new technology designs, products and investment capital. The Industry Branch works closely with the Ministry's Ontario and foreign offices in locating these opportunities and disseminating the information to Ontario industries.

MANUFACTURING AND MARKETING OPPORTUNITIES BULLETIN

This monthly bulletin is distributed to over 6,500 Ontario industries. In 1976, 1,411 bulletin items were published, generating 7,650 enquiries. Opportunities were listed under the following categories:



Louis Alexandrenne, Minister of Industrial Development and Environment, Senegal, talks to a gathering of prominent Ontario business people, October 1976. The meeting plus luncheon was arranged and sponsored by the Ministry.





Members of an Ontario Product Prospecting Mission gather for this picture at the entrance to the Environmental and Water Treatment Exhibition, Birmingham. They took-in the show as part of a 10-day visit to Britain in November 1976, which included business meetings with manufacturers in both London and Birmingham. Many of the Ontario manufacturers reported making contacts that are expected to lead to license and joint venture manufacturing deals with British companies. *From left, back row:* Robert MacDonald, President, MacDonald Steel Ltd., Cambridge, G. F. Grossman, President, Fielding Cross & Associates Ltd., Willowdale, Thomas W. Drew, President, The D & D Group, St. Catharines, Peter Allison, Engineering Manager, Sutherland-Schultz Controls Ltd., Kitchener, Roy Verstraete, General Sales Manager, Control & Metering, a division of McNamara Corporation Ltd., Toronto. *Front Row:* William M. Slater, President, Conenco International Ltd., Markham, Harry Redfearn, Vice-President, Superior Sanitation Services, division of Interflow Systems Ltd., Kitchener, and Fred Keller, Industrial Diversification Section, Ministry of Industry and Tourism, Toronto.

Merger and Acquisitions. This confidential listing service for industries wishing to buy, sell or merge has resulted in benefits to many Ontario businesses. Example: a bulletin item published in August 1976 concerned a Whitby firm who wished to sell their material-handling operation. Response to the bulletin-published item was impressive and resulted in the acquisition of the firm by a company in Stratford with substantial benefits to both firms. In 1976, a total of 101 items were published resulting in 1,149 enquiries.

Joint Ventures. Foreign companies wishing to participate with established Ontario firms in partnerships are encouraged to set up new enterprises in Ontario on a joint-venture basis. The foreign firms may be introduced directly when they visit the province or through the medium of the bulletin service. During 1976, 255 joint-venture opportunities were presented in the bulletin resulting in 1,687 enquiries and 13 completions.

Manufacturing Arrangements. This program is designed to assist Ontario companies find new products and processes to manufacture under license from companies abroad. During 1976, 700 licensing opportunities were published in the bulletin and 3,553 enquiries were received. Completed licensing agreements in 1976 came to 85.

Industrial Procurement Program. Two activities are carried out under this program.

- (1) **Production Facilities Available** — This part of the bulletin lists surplus manufacturing capacities by Ontario companies thus providing a valuable source-list to other companies requiring additional suppliers on either a regular or intermittent basis. In 1976, 162 items were listed resulting in 413 enquiries. Value of contracts reported in 1976, \$187,800.
- (2) **Contracts Available** — Manufacturers from around the world list their requirements for Ontario-made

components or products. Last year, 45 items were published in the bulletin resulting in 436 enquiries which amounted to \$325,000 of new business in Ontario.

Inventions. The bulletin lists patented inventions from inventors seeking to have their idea or product manufactured under license. In 1976, 148 inventions were listed which generated 412 enquiries.

PRODUCT PROSPECTING MISSIONS

These missions are designed to encourage Ontario industries to seek new products or opportunities from foreign countries. Industrialists are assisted by the Ministry to visit major international trade fairs and to meet with foreign business people as arranged by our foreign offices. In 1976, 20 Ontario business people participated in two Product Prospecting Missions which visited four countries.

MANUFACTURING OPPORTUNITIES SHOW

The Manufacturing Opportunities Show is held every four years to provide secondary manufacturing industries in Ontario with new opportunities.

The 1976 MO Show was held May 4, 5 and 6 at the Queen Elizabeth Building, Exhibition Park, Toronto. The show attracted 258 exhibitors from around the world and resulted in 729 new orders expected to generate over \$67 million of new business.

MANUFACTURING OPPORTUNITY DAYS

Conducted by the Ministry's field offices, the Manufacturing Opportunity Days (MOD) Program is designed to provide manufacturers with private

appointments to discuss new product lines and details concerning licensing arrangements. Over 1,000 opportunities are available on microfilm for review by Ontario business people. In 1976, 9 MOD programs were held in 12 communities. These were attended by 148 business people who reviewed a total of 1,364 products available for manufacture.

INDUSTRY TECHNOLOGY

The Industry Branch assists Ontario industry in acquiring or developing new technology, improving productivity, new product development and energy conservation. Experienced industry sector specialists work with industry associations, consult with individual companies, organize seminars on special topics, arrange technology missions and provide technical information and assessments within the Ministry.

SECTOR ANALYSES

The sector analyses published in 1975 created widespread interest. Hundreds of companies have reviewed and commented on various aspects of the reports.

The newly-formed Policy and Priorities Division in the Ministry will continue this dialogue as major input to policy and representations to the federal government.

SURVEYS

- (1) *Non-Ferrous Foundry Industry Study.* During the first quarter of the year, a comprehensive survey of the non-ferrous casting industry was conducted to develop detailed information on this industry sector. Such information will be used to develop policies and programs for the industry's future development and to

Members of a 1976 Ministry-sponsored trade mission to South America. Left to right: Bob Armstrong, Northern Stag Industries Ltd., Rockwood; Kent Harding, Harwood Photo Mount Specialties Ltd., Toronto; Ennio Vita-Finzi, Ministry official with the then Sao Paulo office; Wayne Woods, Harwood Photo Mount Specialties Ltd., Toronto; and Jack Gregory, Ministry official, Toronto who was mission leader.



assist manufacturers with management decisions.

- (2) *Waste Not — Want Not Survey.* A survey to review the amount of textile waste being generated by the textile and apparel industry sector was conducted during the summer of 1976. As a result of interest shown by manufacturers, an in-depth study of the problem was initiated.
- (3) *Plastics Processing Industry Survey.* Initiated in 1975, a survey of the Canadian plastic processing industry was completed during 1976. The Industry Branch organized the collection of data in Ontario. A statistical profile of "The Plastics Processing Industry in Canada" includes studies on markets, manpower technology and process economics. The Society of Plastics Industry of Canada has indicated these reports are "a starting point for better understanding of the industry."

SCIENTIFIC AND TECHNICAL INFORMATION STUDY

A new technical information service called A.S.K. (Access to Sources of Knowledge) has been initiated on an experimental basis by the National Research Council of Canada and the Ontario Ministry of Industry and Tourism.

This pilot project is intended to collect data on user requirements for scientific and technical information (STI) as input into the development of a Canadian system for STI.

A.S.K. has been established on an experimental basis with service limited to the four counties surrounding Toronto: Halton, Peel, York and part of Durham. It operates as a referral service and is concerned with tracking down an appropriate information source for each question directed to A.S.K. The source and user are then put in direct contact. To accommodate a variety of user needs A.S.K. is staffed by experienced officers representing several technical and scientific disciplines. Their role is to assist the user locate help quickly and efficiently from a wide variety of available sources including federal government departments, provincial ministries, laboratories, universities, libraries, industrial organizations and professional associations.

MISSIONS

Eleven members representing greenhouse operations, suppliers, research and engineering interests participated in a technology mission to England and Europe during February and March 1976 to explore greenhouse technology as it applies to energy conservation and labor productivity improvements. The mission was organized by the Ministry with assistance from the Ontario Greenhouse Vegetable Producers Marketing Board, Flowers Canada, the University of Guelph and the Ministry of Agriculture and Food.

A technology mission in March and April 1976 attended the sixth International Symposium on Industrial Robots in England and then visited robot installations in Scandinavia. Officials representing four companies viewed new robot design applications and investigated potential market opportunities.

The major activities of another mission included plant tours, attending the A.S.H.R.A.E. (American Society of Heating, Refrigerating, Air Conditioning Engineers) conference and visiting the Southwestern H.V.A.C. Product Exposition in Dallas, Texas, during February, 1976. Four companies from the industry sector were exposed to new technologies and design in heating, ventilating and air conditioning products and energy conservation methods.

A successful mission comprised of four Ontario business people representing the automotive-parts industry visited the 1976 Pacific Automotive Show held March 3-5 in San Francisco. Over 536 exhibits, all related to the automotive-parts market were displayed.

Investigation of British foundry systems and new technical information regarding chemical binders and their applications

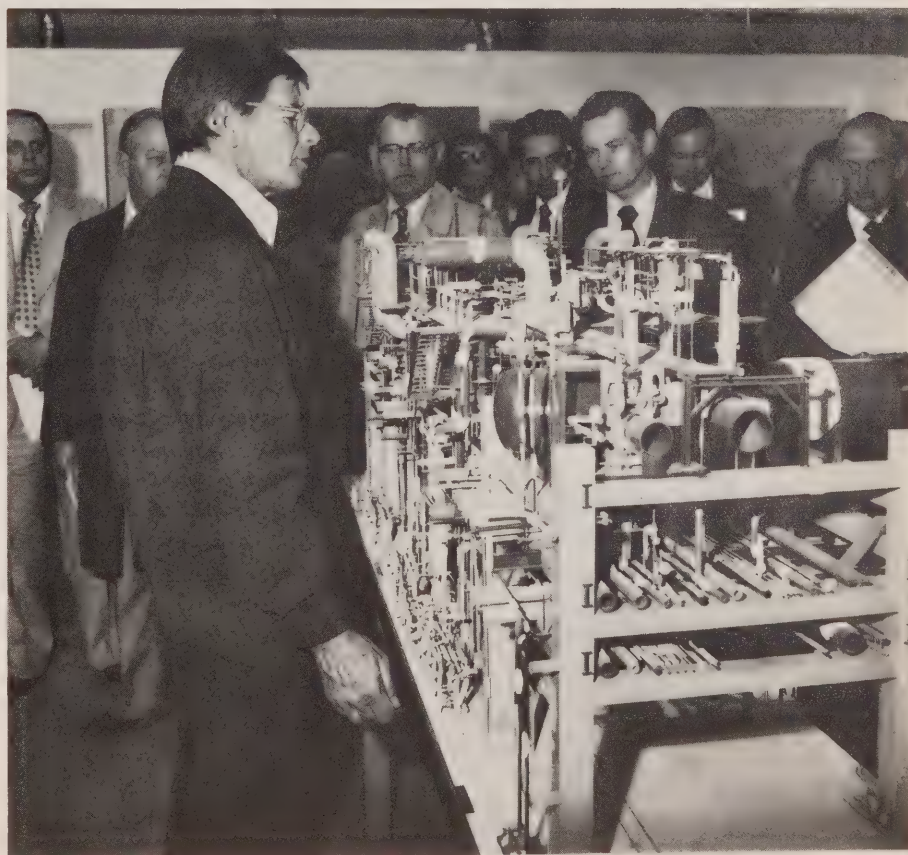
attracted seven Ontario companies to England. The Mission delegates also attended the British Cast Iron Research Association Conference during April, 1976.

A delegation of seven business people attended the Achema '76 congress in Frankfurt, Germany in June. During the seven-day visit the mission viewed the most advanced scientific research and technical developments in the chemical industry. Continuing on to Amsterdam, the group was present at the World Congress on Chemical Engineering. Papers were heard on the latest advances in energy and raw materials resources, environment, human resources and accident prevention.

Travelling to Europe in September, representatives from six Ontario companies visited various ports and dockyards in Sweden and Denmark. While in Germany, the group attended the Ship Machinery Industry Exhibition and Congress. During a trip to England, the members visited companies manufacturing marine hardware and supplies from which successful manufacturing arrangements have resulted.

A technology-productivity mission to Hanover and Frankfurt, West Germany

Industrialists attending a Ministry-sponsored petro-chemical conference held last year were shown an exact model of the \$550 million Petrosar Ltd. plant currently under construction near Sarnia.



took place in September. The 14 mission members, manufacturers of automotive products, and the Automotive Parts Manufacturers Association visited several Volkswagen automotive plants in Germany. The mission also attended the largest trade fair in Europe exhibiting automotive parts and service equipment, "Automechanika '76" in Frankfurt.

In September, six Ontario furniture manufacturers attended the International Woodworking Machinery and Furniture Supply Fair in Louisville, Kentucky. The group also visited manufacturing plants in Indiana and North Carolina. Manufacturers of equipment from around the world displayed the latest machinery available for furniture and wood industry plants. Suppliers displayed new and unique materials for furniture production.

In total, nine missions were sponsored and arranged by the Industry Branch during 1976 with 61 members travelling throughout the world.

SEMINARS

A Wood Waste Utilization Conference was held January 14, 1976, at Lakehead University, Thunder Bay to present opportunities for the utilization of wood

residues. The conference was attended by 100 manufacturers from the pulp and paper, sawmill and other forest industries. Numerous educators, researchers and economists from the federal and other provincial governments heard speakers from Canada and the U.S. Topics presented included production of chemicals from wood residues; generation of electricity from waste for utilities and in-plant production of electricity and heat from mill wastes, and use of bark as a fuel and soil conditioner.

A seminar of special interest to people involved in energy management and steam generation was held in Brockville in March. One hundred and seven persons attended.

At Queen's Park on April 7 a Textile Flammability Seminar was attended by 250 people.

Associate Professor, A.N. Mykr, Department of Food Science, University of Guelph, in co-operation with the Ministry of Industry and Tourism, coordinated a symposium April 21 at the university on the major efforts involved in developing fabricated foods based on proteins, fats and carbohydrates. Over 100 delegates attended.

An international congress on Fluids in Control and Automation was held at Ryerson Polytechnical Institute April 28-30. The Ministry, in co-operation with the British Hydromechanics Research Association was responsible for the conference. Some 2,000 people attended the event.

A seminar on Sanding Technology for the Furniture and Wood Products Industries was held May 15, 1976 at Conestoga College, Kitchener to present latest improvements in sanding technology. Over 120 manufacturers attended. Experts from Canada, the U.S. and Europe discussed topics such as cost control, moulding, sanding, abrasive planing and automatic wide-panel sanding. The Ontario Furniture Manufacturers' Association co-sponsored the seminar with the Ministry.

A seminar on Low Cost Automation was held September 15 in Burlington. The seminar was directed to users and potential users of low-cost automation involving designers, method planners, production planners, financial planners, purchasing agents, technical salesmen and plant engineers. The event was attended by 33 industry people.

Sponsoring conferences and seminars to keep the Ontario business community up-to-date on all aspects of doing business is an important activity of the Ministry's Division of Industry and Trade.



Petro-chemical opportunities were discussed at a seminar held October 20 in Sarnia. Over 150 people listened to speakers from Polysar, Dow, Reichhold and government, suggest specific opportunities that will exist as a result of the industry's billion dollar expansion in the chemical valley.

In Kingston, a seminar was held to discuss the non-woven sector of the apparel industry. Officials from six Ontario companies reviewed the future of the interlining market for the Canadian apparel manufacturing industry.

At the Sheridan Research Conference Centre, a conference was held on energy conservation in the Food Processing Beverage Industry. The seminar addressed the topic of the impact of continuing escalating energy costs on the food and beverage processing sector. Energy shortages and methods of establishing energy management programs were also discussed by the 115 in attendance.

FILM INDUSTRY PROMOTION

The Industry Branch coordinates program services for development of Ontario's motion picture film industry. Activities include a film-site location service through which film producers are shown potential movie sites in the province. Last year, this resulted in an additional four feature films being produced in Ontario.

Film sales missions were conducted last year to Cannes, France; Surinam, S.A.; London, England; Japan; and the Far East. Twelve distributors representing 40 companies have sold in excess of \$1,250,000 in these film markets.

Last year, the branch produced a comprehensive film directory and color brochure to advertise production skills and film locations in Ontario.

To stimulate investment in Ontario, the branch remains in contact with over 100 major and independent film producers and financial interests in Canada and abroad.

The branch also completed a sector analysis outlining the status of the Ontario film industry.

INDUSTRY AND TRADE DEVELOPMENT BRANCHES

The Ministry's international operations are decentralized into three major geographic areas with government programs in respective territories being delivered by geographic area specialists from head office and through offices abroad. The branches are: Europe, Special Areas, and North America.

Ontario House, under the Agent General, is the fifth Industry and Trade Division branch and it provides the Ministry's services throughout Britain and Ireland.



F.R. Crawley of Crawley Films Ltd., Ottawa, smiles the proud smile after winning an Oscar Award from the American Academy of Motion Pictures in Hollywood. The Oscar was presented to Crawley in 1976 for the film production "The Man Who Skied Down Everest". The Ministry supported pre-nomination publicity for the film with a reception and screening for film industry interests in California. The special screening was held in the Goldwyn Studio Theatre, Hollywood.

The international posts are an important link between Ontario's business community, the various branches of the Ministry, the regional field offices throughout the province, and foreign industrial, commercial and service organizations.

Last year, the Industry and Trade Development branches provided customer contact in the field; delivered abroad all the programs of the Ministry; and ensured a continuous flow of high-quality leads offered to the Ontario business community.

During 1976, from strategic locations around the world, Ontario's international business counsellors reported on face-to-face business discussions with several thousand foreign industrialists and buyers. They continued efforts to promote infusion of new technology into Ontario industry; expand markets for Ontario products, and attract tourists to visit the province.

Foreign entrepreneurs were encouraged to negotiate joint ventures or licensing arrangements with Ontario firms; to locate new manufacturing establishments in Ontario; and arrange for

sub-contract production in the province. Buyers from around the world were selected to represent Ontario-made products. International tour organizers were persuaded to schedule and conduct group travel to Ontario.

During 1976 over 3,800 members of the Ontario business community approached our offices abroad with specific requirements, or visited us directly either individually or as participants in the Ministry's manufacturing abroad missions, product prospecting missions, sales missions, technology development missions, or travel trade missions, and as exhibitors in international trade fairs.

Our business counsellors directed 250 international buyers to Canada, to view Ontario products and to negotiate directly with manufacturers.

The comprehensive marketing, industrial and tourism development information and assistance given by our offices resulted in more than 16,000 appointments for Ontario's business community with foreign industrialists, selected buyers and distributors, and tourism wholesalers.



During 1976, a trade information and product display area was maintained by the Ministry at head office, Queen's Park. Some 368 buyers visited the center and placed thousands of dollars worth of sample orders.

During 1976, the business opportunity mission program was continued. Such missions, designed to familiarize industrialists and buyers with profit opportunities available in Ontario, were conducted by Ontario business counsellors who visited specific target areas abroad. Missions in nine cities in the Americas, Europe, and Asia, resulted in interviews with some 800 interested foreign business people.

Incoming Agents, Distributors, Buyers

Prospective buyers are encouraged to visit Ontario manufacturers. Appointments are arranged and meeting rooms provided for this purpose.

Trade Information

During 1976 a trade information and display area was maintained at Queen's Park. Facilities included audio-visual equipment, a rapid-retrieval system for agents and distributors in Canada, a microfilm and computer retrieval system for marketing statistics and industrial data, and a product display area. In the product display area, over 35 Ontario companies displayed some 300 product lines. Some 368 buyers visited the center in 1976 to view and place thousands of dollars worth of sample orders.

Agents and Distributors

An important activity of the Industry and Trade Development branches is to qualify agents and distributors and

refer them to Ontario manufacturers who wish to expand their sales. By the end of 1976, there were over 1,895 Canadian agents and distributors on file with the Ministry. One hundred and seventy-five agreements between Ontario manufacturers and agents and distributors were completed last year. In addition, initial and verified orders placed by the above agents and distributors with Ontario manufacturers were well in excess of \$20 million.

Product Introduction

During 1976, Ministry consultants arranged for sample-room displays of Ontario products in major metropolitan centers across Canada. Agents, distributors and local buyers were invited to visit the display and to discuss product features and pricing. Seven product displays held in 1976 resulted in sample orders of \$743,000.

Trade Shows and Exhibitions

In order to ensure that Ontario-made products achieved maximum exposure at trade shows during 1976, advice was provided to manufacturers regarding space, show locations, freight forwarding and product display.

Capital Projects

Last year, assistance was provided to Ontario manufacturers interested in major capital projects.

MARKET FEASIBILITY

Advice is provided to industry on the feasibility and market potential of various products or services. Market plans for nine complete industrial sectors were produced in 1976.

LICENSING AND JOINT VENTURES

This service provides specialized assistance to Ontario companies wishing to establish licensing arrangements or joint ventures in other Canadian provinces.

BULLETIN

A Manufacturing and Marketing Opportunities Bulletin is sent to more than 5,000 Ontario manufacturers on a regular basis to bring to their attention specific opportunities to sell to agents, distributors and buyers. In 1976, 786 bulletin items were published.

SPEAKERS

The Ministry provides speakers to address groups of interested business people, service clubs and university classes on the work and programs of the Ministry. During 1976, Ministry speakers participated in 25 events.

CONFERENCES

In 1976, forums were held in Ontario on the following subjects: Modern marketing techniques — seminars assisting smaller companies obtain expert guidance from industry spokesmen on industry trends, planning marketing targets and forecasting results; Commodity Seminars — assisting small to medium-size companies obtain expert guidance from industry spokesmen on industry trends, planning marketing targets and forecasting results.

INDUSTRY AND TRADE DEVELOPMENT

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LOS ANGELES

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BRUSSELS.

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FRANKFURT
Telex: 41-41676 Onfra.

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Telex: 01-3014, Onvie.

STOCKHOLM

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STOCKHOLM.

ONTARIO HOUSE, LONDON, ENGLAND

Ward Cornell,
Agent General.

W.T. Thomson, Manager,
Business Development Branch,
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SPECIAL AREAS BRANCH

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Tokyo 105, Japan.
Tel: 436-4355.
Cable Address: ONTARITOK, TOKYO.



Ontario's men abroad, gathered for this picture during home-base meetings at the Ministry of Industry and Tourism, Toronto. The province maintains business offices in countries around the world covering Europe, North and South America and the Pacific rim countries. Business counsellors and managers are seen with the Minister, Claude Bennett (centre front row), and ministry officials. Bottom to top, left to right: Karl Zube, Frankfurt; James Fleck, Deputy Minister; Peter York, Assistant Deputy Minister; Bill Fowler, Special Representative (South Pacific Rim); 2nd row: Lloyd Collins, Chicago; John Dougheny, Brussels; John Pazulla, Vienna; Art Petch, Director, North America Branch; 3rd row: Syd Britton, Los Angeles; Jim Graham, Director, Industry and Trade Branch, Special Areas; Ennio Vita-Finzi, São Paulo; Herb Duerr, Director, Industry and Trade Development, Europe Branch; Doug Chamberlain, Minneapolis; 4th row: Jay Murray, Mexico City; Web Thompson, Ontario House, London; Charles Morgan, Milan; Harry Nellis, Tokyo; 5th row: Ken Fisher, New York; Norm Coxall, Industry and Trade Development, North America Branch; Bjarne Jacobsen, Stockholm.
(Photo taken prior to the 1977 reorganization of International Offices.)

Small Business Operations Division



The objective of the Small Business Operations Division is to encourage, nurture and assist the small manufacturing, industrial, service and consumer enterprises throughout the province.

The philosophy to meet this objective is: Hire good people, give them autonomy and let them get on with their work. It's a concept that seems to work well in a division that locates itself wherever small business needs are found.

The division is the prime contact for business communities, municipalities and area associations. Division responsibilities embrace a wide range of activities to promote industrial development; encourage and stimulate development of facilities and resources; assist exports; promote new technologies and assist technology transfer; expand markets for Ontario products; promote joint ventures and licensing arrangements; provide business counselling and liaison with government programs and research organizations; and generally assist service industries and small business entrepreneurs.

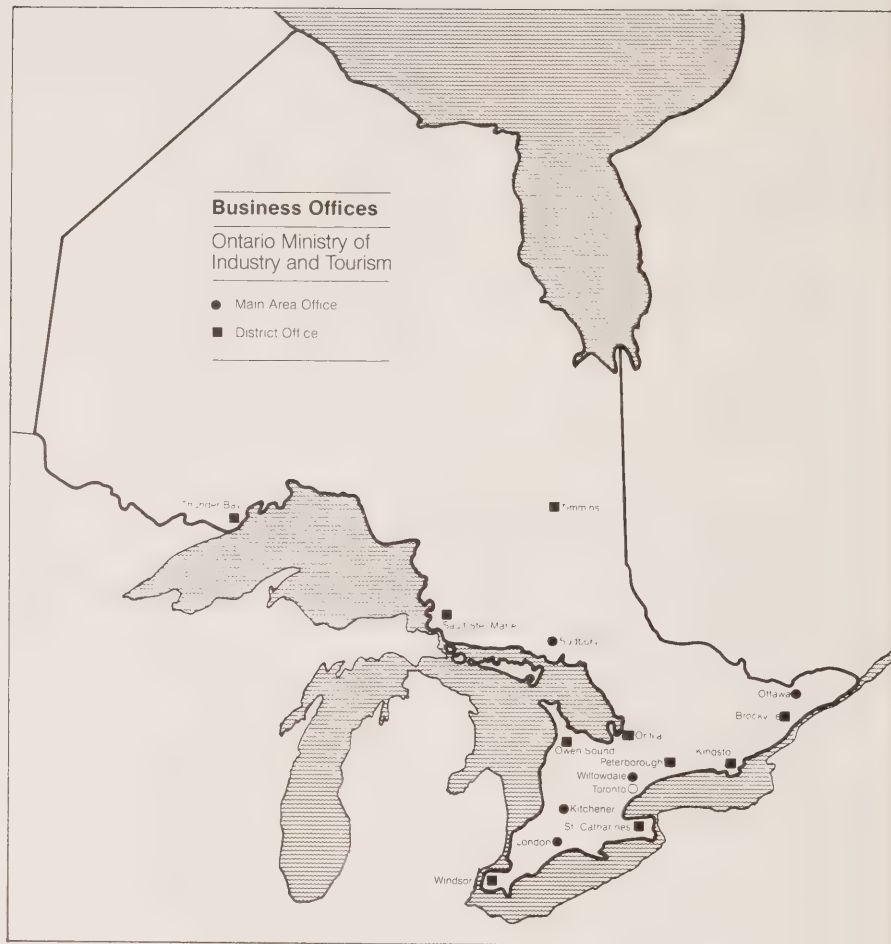
Supporting a field staff of more than 50 industrial development officers throughout the province, the Small Business Operations Division also maintains two major service branches at Queen's Park: Consultative Services and Selective Placement Services.

Field office staff together with people at headquarters, promote and sell Ontario as the place to be in business. All personnel have thorough knowledge of Ministry programs and services and keep abreast of industrial and business activities in their respective territories.

FIELD OFFICES

Today, Queen's Park quite literally comes to you. To make Ministry programs and services better known and more accessible, Small Business Operations divides the province into five main operational areas, each with its own main office administered by a director in turn supported by industrial development officers. The five main area offices are complemented by 15 district field offices, each strategically located according to area business needs.

Working closely with other divisions which have specialists relative to all aspects of doing business, the field offices offer and deliver all the business services of the Ministry. To expedite services more efficiently, field offices have been given decision-making autonomy in their respective areas.



CENTRAL-EAST ONTARIO: Area office in Willowdale (Fairview Mall). District offices in Orillia and Peterborough. Area Director, C.B. MacConnell

WILLOWDALE
Suite 480, 5 Fairview Mall Dr.,
Willowdale M2J 2Z1
Telephone: (416) 491-7680

ORILLIA
Sterling Trust Bldg., 2nd Floor,
73 Mississaga St. E.,
Box 488, Orillia L3V 6K2
Telephone: (705) 325-1363

PETERBOROUGH
139 George St. N.,
Peterborough K9J 3G6
Telephone: (705) 742-3459

CENTRAL-WEST ONTARIO: Area office in Kitchener. District office in St. Catharines. Area Director, R.J. Halfnight

KITCHENER
305 King St. W.,
Kitchener N2G 1B9
Telephone: (519) 744-6391

ST. CATHARINES
Garden City Skyway,
P.O. Box 3024
St. Catharines L2R 7E6
Telephone: (416) 684-2345

EASTERN ONTARIO: Area office in Ottawa. District offices in Brockville and Kingston. Area Director, T.A. Lillico

OTTAWA
220 Laurier Ave. W.,
Suite 900,
Ottawa K1P 5Z9
Telephone: (613) 237-6280

BROCKVILLE
143 Parkedale Ave.,
Brockville K6V 6B2
Telephone: (613) 342-5522

KINGSTON
Princess Anne Bldg., 4th Floor,
797 Princess St.,
Kingston K7L 1G1
Telephone: (613) 546-0174



Brian MacConnell (left), director Central-East Ontario area, Small Business Operations Division, discusses client requirements with a small-business entrepreneur. All small-business managers/owners throughout Ontario are invited to visit their nearest field office on a drop-in basis.

NORTHERN ONTARIO: Area office in Sudbury. District offices in Timmins, Sault Ste. Marie and Thunder Bay.
Area Director, D.M. Grant

SUDBURY
767 Barrydowne Rd.,
Sudbury P3A 3T6
Telephone: (705) 560-1330

TIMMINS
273 Third Ave.,
Timmins P4N 1E2
Telephone: (705) 264-5393

SAULT STE. MARIE
120 Huron St.,
P.O. Box 1196,
Sault Ste. Marie P6A 5N7
Telephone: (705) 253-1103

THUNDER BAY
Ontario Government Bldg.,
435 James St. S.,
Thunder Bay P7E 6E3
Telephone: (807) 475-1325

SOUTHWESTERN ONTARIO: Area office in London. District offices in Owen Sound and Windsor.
Area Director, D.C. Watson

LONDON
195 Dufferin St., Suite 607,
London N6A 1K7
Telephone: (519) 433-8105

OWEN SOUND
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1131 Second Ave. E.,
Owen Sound N4K 2J1
Telephone: (519) 376-3875

WINDSOR
250 Windsor Ave., Room 227,
Windsor N9A 6V9
Telephone: (519) 252-3475

CONSULTATIVE SERVICES

The Consultative Services Branch provides advisory and consulting services to small industrial and service industry companies throughout the province.

Through two distinct sections, Manufacturing Services, and Marketing and Financial Services, the branch provides services in areas of finance, accounting and marketing, manufacturing, applied technology, transportation, inventions, energy conservation, productivity, metric conversion and general advice on starting a small business.

In addition to developing and coordinating management training seminars for small businesses, the branch also administers specialized product and process development and assistance programs including: PEPI (Program to Encourage Product and Process Innovation); OPAIT (Ontario Program for Advancement of Industrial Technology); PDDP (Product Design and Development Program); and PEP (Program to Enhance Productivity).

Coordinated by a staff of specialists at head office these services and programs are carried out in co-operation with the field offices.

MANUFACTURING SERVICES

This section provides professional consulting and advisory services in manufacturing, productivity, energy management and applied technology.

Production Improvement and Cost Reduction. Program designed to increase manufacturing efficiency and profitability of small secondary manufacturing companies. The plan is designed to assist some 200 companies a year.

Energy Management. Designed to encourage companies to establish energy management programs of their own, a Ministry mobile service unit (energy bus) travelling throughout the province provides on-the-spot energy-use analysis via computer printout and identifies potential energy savings. In operation for 15 months by the end of 1976, the bus visited 314 companies and identified more than \$18.5 million in potential energy savings.

Counselling for Inventors. Program counsels inventors on what's involved in obtaining a patent, cost evaluation of ideas and assistance in taking their product to market.

Metric Conversion. Consultative advice is offered to small businesses experiencing problems in converting to the metric system.

PEPI (Program to Encourage Product and Process Innovation). Program designed to provide financial assistance to aid the inventor or small business

entrepreneur to develop a prototype and determine the feasibility of product manufacture.

OPAIT (Ontario Program for Advancement of Industrial Technology). Provides financial assistance to promote growth and efficiency of small and medium-sized Ontario companies with respect to development of new or improved products and processes incorporating new technology.

PDDP (Product Design and Development Program). Provides financial assistance to small and medium-sized secondary manufacturing companies to stimulate greater awareness of industrial design and need to improve product designs.

PEP (Program to Enhance Productivity). Provides financial assistance to encourage Ontario secondary manufacturers to undertake a feasibility study to increase productivity.

Seminars. To assist small and medium-sized companies increase productivity and reduce costs, seminars are held in different Ontario locations to complement individual in-plant consultative services. Energy conservation seminars are held for manufacturers not visited by the Ministry's mobile service unit (energy bus).

MARKETING AND FINANCIAL SERVICES

This section provides professional consulting and advisory services in areas of finance, accounting, marketing, transportation, shipping, small business management and general business improvement.

Marketing Assistance. Marketing advice is provided to help companies develop marketing plans and strategies for products and services.

Financial Advice. Assistance is provided to help improve financial management and planning skills of small business owners.

Counselling — Starting a Small Business. Counselling and advice is provided on all aspects pertaining to starting up a new, small business in Ontario.

Small Business Financial Planning Workshops. This development workshop/seminar program for the owner/manager of a small business is designed to demonstrate methods of cash flow, forecasting, financial analysis, inventory management, accounts receivable management, breakeven point planning, etc. Participants are also advised on sources of external financing. In 1976, 14 workshops were held throughout the province.

Small Business Management Development. Program helps the small business entrepreneur help himself by providing him with the specialized, confidential and personal consulting

services of a private consulting firm. This program implements management development in merchandising, advertising, administration and finance controls. More than 200 Ontario retailers and service companies have participated in this program.

Business Improvement Area Program (B.I.A.). This is a retail and professional business development information program designed to encourage business associations and municipal authorities to work together to improve the appearance and value of downtown core areas. In 1976, presentations were made in approximately 50 communities.

Modern Marketing Techniques. Seminars on modern marketing techniques held in different locations throughout the province help upgrade small and medium-sized business management toward the use of proven, successful marketing tools and techniques.

How To Sell To Governments. Through one-day seminars, small business is made aware of how to offer and sell their goods and services to all levels of government. Speakers from federal, provincial and municipal government purchasing departments outline their activities and give examples of things they frequently purchase. Discussions revolve around approvals, tenders, purchasing policy and all other aspects of doing business with government.

'A' For Achievement Award. Program designed to recognize outstanding achievements made by small and medium-sized companies in areas involving export sales, import replacement, new product development, technological advancements and increased productivity. Award-winning companies receive a scroll and flag presented by the Minister of Industry and Tourism.

Transportation and Shipping. Advice is offered to small and medium-sized companies to help them determine the most economical method of packing and shipping. Ministry personnel have access to the expertise provided by the Ministry of Transportation and Communications.

SMALL BUSINESS ASSISTANCE PROGRAM

This program provides an alternative resource for small Ontario businesses which need, but cannot easily afford, professional consultant services. It also provides summer employment for university business school students taking masters and doctorate programs, giving them the opportunity to apply skills they have learned in the classroom to real and immediate business problems.

The program serves as an auxiliary resource for Ministry field offices and represents a direct line of communication between the academic world and the small business sector in Ontario.

Major financing of the program is through grants made by the Ministry. The program is in active operation for a 16-week period commencing April and ending in August. Student business-consultants are selected on the basis of ability and interest by the business school faculty, one member of which will serve as coordinator throughout the program. This coordinator and other faculty members provide direction, guidance and advice to the students from start to finish of each business assignment. The students also receive intensive briefings from faculty, business and government representatives, knowledgeable in the small business field. Throughout the program, liaison with and assistance from the Ministry, is available through a field officer assigned to each university for this purpose. Various regional and other media are used by the

Ministry and the universities to bring the program to the attention of potential clients.

In 1976, twelve Ontario universities employing a total of 124 students, provided management and counselling to 685 small businesses in all parts of the province. Of these, 36% were in the service category, 27% in manufacturing, 25% in retail, and the remaining 12% in various other categories. Areas of consultation included marketing 33%, accounting 30%, finance 19%, personnel and organization 12%, and production and inventory control 6%. Of course, some clients required counselling in more than one of these areas. Some 56% of these businesses were either owner-operated or had no more than four employees. At the other end of the scale, 5% had 45 or more employees.

SELECTIVE PLACEMENT SERVICES

This specialized section of Small Business Operations provides information and assistance to Ontario employers in all areas relating to human resources — skilled and professional availability, domestic and international recruiting. In addition, the section acts in liaison with the federal Department of Manpower and Immigration as a supplementary service to ensure a continuing supply of skilled and professional expertise.

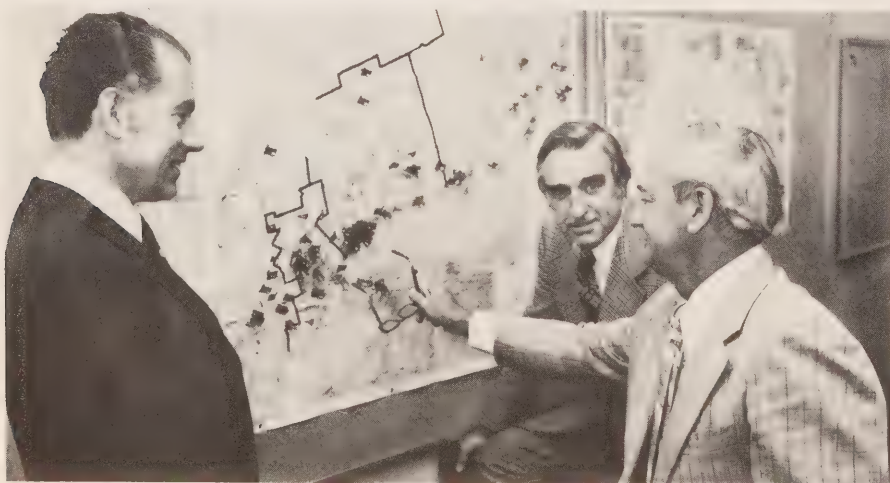
During 1976, this section became actively involved in assisting new entrepreneurs from outside Canada who were interested in relocating in Ontario. Some 191 entrepreneur cases were handled throughout the year.

The ratio of employment opportunities created as a result of bringing in certain skills and professional expertise remains remarkably steady at 5½ for each imported person.

Two of the major recruiting programs conducted were on behalf of The Sarnia Construction Association and Ontario Hydro. Both these organizations had been considering the use of foreign placement agencies. Overseas recruiters were expecting to be reimbursed at approximately 13% of the recruited applicant's annual salary. Taking a rough assessment of both programs, it was estimated that with the assistance of Selective Placement Services the companies saved \$225,000, thus preventing this amount from being spent outside Ontario.

During 1976 this section processed 1,683 employer enquiries and handled 52 overseas recruiting programs. Forty employers interviewed outside of Canada; 1,364 offers of employment were made. The total expenditure for advertising by employers was in the region of \$97,000.

Foreigners with specialized skills are only recruited after an intensive search for comparable talent in Canada has failed.



Executives of the Ministry's Small Business Operations Division, Consultative Services Branch, map-out business strategies. Left to right: Bob Harvey, manager of marketing and financial services programs; Hugh Forbes, manager of manufacturing services and programs; and Fred Hall, director, Consultative Services Branch.



Ontario House, London, England

The province's interests in the United Kingdom are served through Ontario House which comes under the overall direction of the Agent General. Ministry services are provided by the Business Development Branch, Tourism, Selective Placement and Information sections. Services for all other ministries of the Ontario government are supplied under the general canopy of Official Representation.

BUSINESS DEVELOPMENT

Even during a difficult year when the value of the pound sterling dropped dramatically, the Business Development Branch assisted 109 Ontario companies to find new U.K. agents and distributors for both industrial and consumer products. Helpful offsetting factors were the higher rate of inflation in Britain compared to Ontario, plus a strong, continuing interest among U.K. customers in Canadian-made products.

An increasing number of Ontario companies also took advantage of opportunities for business in the Middle and Far East and Africa, by capitalizing on long-established connections in these areas by British export houses, contractors, and consortia.

Besides helping to find new export markets for the province's manufactured, agricultural and food products, the Branch assists companies to find British products for manufacture in Ontario under license or joint venture.

Taking both activities together, some 300 senior executives from Ontario companies visited Ontario House during the year, and a total of 1,500 appointments were arranged for them with British business people. Additionally, the Branch sent 2,100 export, trade, and new product enquiries to over 600 Ontario companies.

TOURISM

Ontario producers of tour services gained over \$400,000 in new business following the visit in March of a Ministry-sponsored tourism trade mission to London and Glasgow. This was arranged by the Tourism Section as part of its efforts to promote the province as a holiday destination through the U.K. travel trade. Traffic from Britain to Ontario during the year exceeded 1/4-million visitors. Worthwhile increases were recorded in visitors travelling to the province from France, Scandinavia and the Benelux countries — territories covered by the section. Travel trade advertising, bulk literature distribution and co-operative promotional programs jointly with international airlines, tour agents and the Canadian Government Office of Tourism were continuing features of the section's activities.

SELECTIVE PLACEMENT SERVICES

The needs of Ontario manufacturers seeking highly qualified and technical employees for positions that cannot be filled from Canadian sources, are looked after by Selective Placement Services. Recruitment for 625 unfilled vacancies was carried out by the section on behalf of 43 Ontario manufacturers. Representatives from 40 of these companies used Ontario House to interview 1,622 screened candidates from a total of 5,482 applicants. All the vacancies were filled, and surveys show that some 5 1/2 new jobs are created or saved in Ontario for every such job filled from outside the province.

AGENT GENERAL

An increasing number of visits to Britain by high-level delegations and committees from Ontario involved the Agent General's department in arranging itineraries, conferences and appointments with British government departments, public institutions and organizations. Visitors included cabinet ministers, select committees of the Legislature and Royal Commissions together with senior government staff and non-governmental

bodies covering culture, education and recreation.

The Premier visited London in September with an Ontario investment mission. Members of three select committees on highway safety, company law, and truck transportation gathered information in Britain, as did the Speakers Committee and Royal Commissions on Electric Power Planning, Violence in the Communications Industry, and Metropolitan Toronto.

INFORMATION SERVICES

Information Services issues news releases and sets up press conferences for Ontario manufacturers and organizations, as well as other ministries. Activities cover: organizing window displays featuring Ontario products, tourism, cultural, and prestige subjects; providing articles, information and photographs for U.K. media; publishing and editing *Ontario Bulletin*, issued eight times a year, and which carries news and information on the province and its activities to some 6,800 readers. During the year, arrangements were made for the visit to Ontario of 27 U.K. journalists, radio, and TV writers, including a TV film team from the BBC 'Holiday' program, which has an audience of 9 million.

The Queen in conversation with Agent General Ward Cornell, during her visit to the Ontario stand at the International Gifts Fair, Birmingham, in February, 1976. Center is Elkan Simons, chairman of the international giftware show.



Business Opportunities/Success Stories



JEANS MANUFACTURER GETS FRESH START

A \$40,000 advertising budget and a \$75,000 ODC loan helped Hamilton Carhartt Manufacturing Ltd., Toronto, turn its jeans and apparel business into a success.

Carhartt, an 82-year-old company, got a new injection of life when it was taken over in 1975 by 30-year-old Larry Moody and his 27-year-old associate, Kim Valliani — now president and vice-president respectively. The company claimed it was being forced out of the market by U.S. competition. The new owners contended that the company had simply not moved with the times.



Larry Moody, president (left), and Kim Valliani, executive vice-president of Carhartt Manufacturing Ltd. are the aggressive management that gave new life to Carhartt jeans. Sales in 1976 well exceeded \$3 million.

"We first threw every style the old company had out the window," said Larry Moody. "Then we took a product line of 100 different items and consolidated it into about 30 items."

U.S. competition doesn't bother Mr. Moody nor does Asian competition. The company projected gross sales of \$3-5 million in 1976 and according to Moody, hit that figure. "Our share of the jeans market today is just about 3%," says Moody, which is good considering that when the duo took over it was about $\frac{3}{4}$ of one per cent.

With 150 employees today, Carhartt is about seventh or eighth in the industry in Canada but there is only one Canadian company that's bigger than them.

Mr. Valliani credits the Ministry of Industry and Tourism with giving them their start in business. "We worked closely with the Ministry through the negotiations to final purchase," he said. "In fact our start-up working capital came from the Ministry by way of an Ontario Development Corporation loan. It was a key ingredient in our initial period in business and an important element in our success story."

The company trades on a 90-year tradition of quality craftsmanship and boasts 100% Canadian manufacture for its products. With 85% of the Canadian jeans market dominated by U.S. companies, Carhartt has a lot of competition in its product line of jeans, fashion overalls, jackets and work clothing. Nevertheless its new styles have caught on quickly and are already storming the U.S. market. A line of blue jean cutoff shorts, called 'Waterbabies' can be found on the shelves of the fashionable New York store, Bloomingdale's.

"The second key thing that helped us turn this business around is advertising," says Larry Moody, who predicts his company's advertising budget this year will exceed \$120,000. He's considering billboards, radio, point-of-sale, posters and trade shows as well as newspaper and trade advertising.

Carhartt recently established a small export division and plans to get into overseas markets once they have fully established their North American image.

"Right now we only export to the U.S. and Bahamas," says Kim Valliani, "but we're anxiously awaiting developments in Germany, the U.K., Iran, Italy and several other countries."

Larry Moody has been on a couple of Ontario trade missions to Los Angeles and Sweden and says things are developing in both areas.

"The future looks good for Carhartt," he says. "Since we have a very small percentage of the market, we have a lot of percentages to go. Very simply, we have a lot of potential if our goods continue to check out because they're the right style at the right time at a good price. Although business trends have generally been slow, we've been fairly steady and we're optimistic about 1977."

KIOSK IS KEY TO PORTABLE BUSINESS

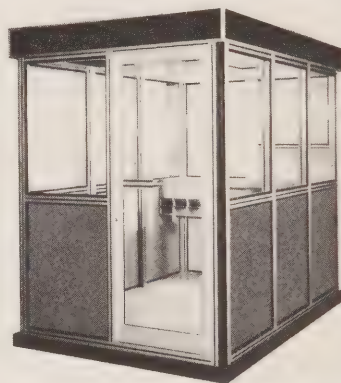
A kiosk? That's a European totem pole with advertisements pasted on it. Not in Ontario and not in Canada, it isn't. The Kiosk or portable booth manufactured by Beautiline Systems Ltd., Downsview, is a precision-made, pre-fabricated building unit constructed to withstand weather anywhere in Canada. Specially built to service outdoor merchandising and carpark trends, the unit has virtually sold itself right across the country.

Although built principally for major oil companies for use as an office on service-station sites, the Beautiline kiosk comes in five sizes, adaptable to self-service centers, ticket booths, parking operator's work center, or larger

units for office, washroom and storage facilities, and more.

The pre-engineered unit, shipped to any location in Canada, features fast installation and easy maintenance, thus cutting expensive and time-consuming construction costs.

Peter Frank, president of Beautiline, enthusiastically describes the solid anodized construction, rigid insulation, the central heating unit which can also provide air-conditioning, the CSA-approved electrical system, washroom units, ease of wall panel replacement, thermopane glazing, ease of on-site assembly with minimum plumbing hookup, and other customized features. The all-weather-proof kiosk can



Beautiline Systems Ltd. continues to keep in step with self-service merchandising across Canada with their portable booth enclosures designed to customer requirements.

be built 5' by 5' up to 12' by any length.

"We build for all the major oil companies," says Peter Frank, "and each company has its own special design. Variances can be embodied into any unit to deal with virtually any site."

A product of 21½ years engineering research, the Beautiline kiosk benefitted from technological assistance from the Ontario Research Foundation as to metallurgical strength capacities.

Beautiline progressed to the portable kiosk unit two years ago when the suburban shopping plaza boom in Canada — a natural outlet for Beautiline shelving and merchandising design — came to an abrupt halt.

Beautiline showcase and shelving systems are in evidence in plazas throughout Canada. Their patented TUBEX locking device for shelving is known worldwide thanks to licensing agreements and joint ventures established in 14 countries, some of them with the help of the Ministry of Industry and Tourism.

Superior technology coupled with experience and a comprehensive knowledge of the Ontario market was responsible for winning Stephens-Adamson of Belleville, a multi-million dollar contract for Ontario Hydro's Thunder Bay coal transfer terminal.

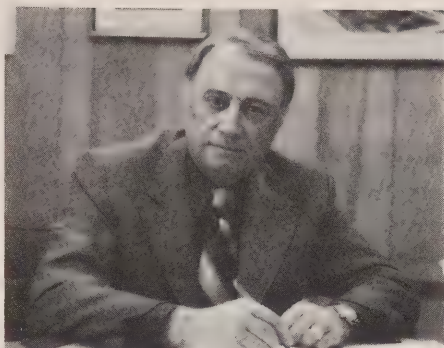
The materials-handling manufacturing company, an autonomous division of Allis-Chalmers, serves a broad range of industries including mining, port and harbor installations for bulk handling, chemical and industrial minerals including cement and agricultural products that include fertilizer and grains.

The rough-figure \$8 million contract, for supply and erection of a stacker and reclaimers to handle transfer shipments of Western Canadian coal at Thunder Bay was won in competition with nine manufacturers from Germany, France, U.K., Japan and U.S. The Thunder Bay installation, according to John Hay, vice-president of the company's engineered systems division, will have capacity to load up to 8,000 tons of coal an hour and stockpile and reclaim 6,000 tons an hour. The new terminal will handle as large a capacity as any in the world and is expected to assist the 50-year-old company in its bid for new export markets.

The company, which opened an export division in the 1960's, billed in the area of \$1½ — \$2½ million exports during 1976. Its products have been sold to Mauritania, Brazil, Chile, Iran and Turkey.

The Thunder Bay contract will mean a great deal of employment in Ontario. Canadian content of the contract will be at least 90 per cent. Stephens-Adamson employs some 400 people. The company's dollar sales volume is in the \$20/\$30 million range.

The company, largest manufacturer in Canada of engineered systems and



John Hay, vice-president Stephens-Adamson. "Our recent multi-million dollar contract in Thunder Bay will mean a great deal of employment in Ontario."

marine systems, offers a complete turnkey contract including stackers, reclaimers and shiploaders. The company also manufactures complete belt-conveyor components and steel structures for conveying equipment, such as ship unloader booms up to 250 feet in length.

"Our largest installation in service is the conveying and shiploading systems at Vancouver's Neptune Terminals which went in during 1969," says Mr. Hay. The company is also erecting systems for Stelco at Nanticoke and for Sidbec-Normines at Port Cartier, Quebec and is bidding on a ship-loader at Thunder Bay, part of the same facility.

Representing a fairly major capital expense, engineered materials-handling systems are largely tailor-made so average contract prices vary. Industry is looking at between \$2-\$3 million but they can get up to \$6 million and down to \$1 million.

Mr. Hay has been on two government missions to China and Southeast Asia. His plant was later visited by a Chinese group.

Looking at the future, Stephens-Adamson consider themselves “novices” in the export market but are looking increasingly towards overseas markets.

"We have tapped every possible capital expenditure area in Canada and will continue to pursue these areas as gross national product grows. But we believe the Canadian market today is close to saturation. We feel that overseas markets will be big in our future." Mr. Hay expects to eventually follow the trend and sign licensing agreements with overseas manufacturers.

Trade missions are the best way to get a feel for international markets, says George Thomson, president, Thomson-Gordon Co. Having got the feel, he struck out on his own and now aggressively sells in more than 25 countries.

The Thomson-Gordon brand of success comes from concentrated sales effort, planning, organization and a real desire for success. The Hamilton company, a third-generation management organization established in Canada in 1916, is classified as a chemical firm. Manufactured products include rubber roll coverings, moulded rubber, fabricated slab rubber, sheet rubber and gaskets. The company also distributes packings, seals and belting. The flag-ship product however, is a unique elastomer-plastic sleeve bearing material called Thordon which the company developed from scratch in 1966.

Mr. Thomson notes that while it may be costly to develop what he calls a proprietary product like Thordon, a company that does has both an advantage and a greater profit potential in domestic and export markets. Since 1971, Mr. Thomson has taken his products to some 25 markets plus another half-dozen in which he is presently working and has increased export sales by a whopping 300%. At the same time domestic sales have jumped 40%.



Linda Jabora, sales correspondent for Thomson-Gordon Ltd., is proud of the company's 'A' for Achievement Award received in 1976 from the Ministry of Industry and Tourism to recognize excellent market performance. To the left is the company's elastomeric bearing and wear application material 'Thordon' which is exported to 24 countries around the world and sold throughout North America.

His formula is simple. He travels for several months in the year selling aggressively on four continents. "Government trade missions," he says, "are the best way to get a feel for trading in the international market."

"We've got a big, very active year ahead of us," says Thomson. Thomson-Gordon has designated two target areas for 1977 — the South American and Eastern European markets.

"While we've done a great deal of groundwork in South America and haven't seen any results yet, we haven't done any business in the Eastern European market," Thomson says, while noting that both provide different sets of problems and different challenges. In South America, specially, he's looking at enormous raw material opportunities.

Thomson-Gordon with some 85 employees, are extremely diversified in product line and are a significant factor in the areas of business in which they operate. Operating out of its Hamilton head office, the company works through agents, distributors and sales representatives in overseas markets.

Thomson-Gordon products compete against metals, nylons and the polyethylenes in both domestic and overseas markets and, looking at the future, Mr. Thomson says: "We see tremendous growth in our future. We see ourselves participating more and more in markets where conventional materials will be replaced by our kind of products — chemically-based products."

CALL TO MINISTRY HAD IMMEDIATE SALES RESULTS

A 25% increase in western Canadian sales has persuaded M. MacDougall, sales manager at The Big 'O' Drain Tile Co. in London, that his company's future in terms of sales lies out west. Mr. MacDougall's call to the Ministry of Industry and Tourism early in 1976 asking them to find him agents and distributors in western Canada had immediate results.

After receiving names of agents in Saskatchewan and Manitoba, it took just one month to get the orders flying. More followed and now, according to the company's sales manager, the company is "entrenched in a pretty good system with these distributors."

"A 25% increase in western Canadian sales is a sizable piece of business in anybody's books," he said, remarking that business had developed well. "The initial contacts that came from the Ministry have, for the most part, proved very beneficial both for our company and our distributors. I am very happy with the results to date."

The Big 'O' manufactures corrugated plastic drainage tubing and fittings and is said to be the largest such manufacturer in Canada. With some 20-25 competitors in Canada, competition is stiff. The company, founded in 1968, employs some 150 people in seven subsidiary companies all interrelated with the drainage industry.

Major uses of the company's product include agriculture, foundation drainage, leachbeds and culverts. The product is easily transported, is flexible, corrosion and frost-resistant and can be quickly installed.

One major project Mr. MacDougall talks about is an agricultural application of his product carried out in conjunction with the Saskatchewan Ministry of Agriculture in the Lake Diefenbaker irrigation area.

This is consistent with his belief that western Canada is probably the area that holds the greatest potential for Big 'O' new business.

"We're involved in drainage," he said. "All you have to do is fly over Manitoba

and Saskatchewan and see all those water holes to start adding up the number of acres that are sitting under water and unproductive. The potential then becomes pretty obvious," he concluded.

GREENHOUSE INNOVATION HAS EXCELLENT WORLDWIDE MARKET POTENTIAL

Energy conservation, more efficient use of space, improved labor productivity — the three major areas of concern in the Canadian greenhouse industry — were closer to a solution following a technology mission to Europe in 1976.

The idea of a greenhouse without glass but using twin sheet plastic as a substitute — now known in the trade as SDP — was born when Daniel Hauber of IBG Greenhouses, Beamsville, went on an Ontario technology mission to England, Holland, Germany and Rumania. Based on what he saw in Germany, Mr. Hauber built the first SDP greenhouse in Canada for Mr. Bob Crawford of Pine Valley Farms, Norval, Ontario.



Built with SDP twin-sheet plastic instead of conventional glass, this greenhouse with unique, vertical-conveyor plant storage system conserves energy and efficiently maximizes the use of space within. A Canadian first, with exciting market possibilities, the idea first took root during an Ontario technology mission overseas.

Ribbed twin sheets of plastic provide rigidity for the Crawford greenhouse which is an extension of an older building and is some 14' high. Most regular greenhouses are 8' high.

Mr. Crawford had been experimenting with various conveyor systems to speed growth of plants and seedlings and height was a problem. With the SDP greenhouse installed the height problem disappeared.

In consultation with the Ministry of Industry and Tourism who led the 1976 mission, Mr. Crawford dropped his experiments with a ferris wheel system when he realized the large area of unusable space the system involved. Instead he adopted the vertical conveyor belt system suggested and designed by the Ministry's technology people.

The vertical system means that several conveyors can be installed side-by-side in a modular format that uses space in a greenhouse to maximum efficiency. Each module can be timed to move at different speeds, up or sideways, to fit specific needs of each plant.

With over 24 million square feet of greenhouses in Ontario reported in 1973 and greenhouse operators reporting sales of \$105.3 million in 1974, the market for a conveyor system of this type is extensive. Not only is there a good domestic market, but export potential is also considered excellent.

Mr. Crawford's experimental system has more than tripled and perhaps provides him with four or five times his usable growing space. With proven commercial feasibility now — two more systems are being built — mass production manufacturing is expected to begin late 1977.

The greenhouse industry in Ontario has to contend with very cold temperatures and that means more use of energy which in turn makes it harder to compete with imports from places where greenhouses

are not necessary for growing products year-round such as Mexico, California, Brazil and Israel.

Fuel costs, in the past three years, have increased from an average of 15/20% to 40/50% for greenhouse operators. With more efficient use of space and increased productivity using such a modular vertical conveyor system, operators could offset these increasing fuel costs.

Development of the conveyor system, which has been designated a Rotating Plant Grower but still awaits a specific trade name, was assisted by a PEPPI (Program to Encourage Product and Process Innovation) grant from the Ministry — one of some 70 such grants made during 1976.

Research Activities



In 1976, the Ministry established a new Policy and Priorities Division to consolidate existing research and planning; evaluate the province's business environment and identify economic problems and opportunities.

Division responsibilities include: development and recommendation of Ministry objectives; liaison with other governmental industry units; and identification of and investigation into sector-specific problems to develop appropriate policy options and recommendations.

In addition this group ensures co-ordination of issues cutting across various industry sectors, e.g., GATT. It prepares short, medium and long-range plans and alternate policies for the Ministry.

RESEARCH

Research and analysis is integral to the development and effectiveness of the policies and programs of the Ministry. Major research activities undertaken within the Ministry during 1976 can be categorized as follows:

Economic analysis of major issues that have impact across the spectrum of Ontario's industries with a view to developing policy recommendations that enhance the general business environment;

Provision of analysis and information for such functions as targetting, program evaluation, and program development which are designed to assist the line divisions of the Ministry;

Development of an information base to aid in decision making; and

Provision of market intelligence on an industry and geographical basis.

The benefit of this research activity accrues to the Ontario business community either directly through provision of requested intelligence or indirectly by way of the Ministry's industrial and tourism policies and programs.

The year 1976 was characterized by a considerable amount of diverse research and analysis. A description of the work performed, categorized by the principal areas of specialization, follows.

INDUSTRY AND TRADE RESEARCH

Ontario's economic prosperity depends to a great extent on its export performance since almost one-third of the province's output of goods and services are destined for foreign markets. Trade research undertaken in 1976 included work related to the following areas:

GATT Negotiations. The further liberalization of the international trading environment anticipated on completion of the Tokyo Round multilateral trade negotiations in 1978 will create significant opportunities for Ontario's manufacturing sector as well as major problems of adjustment and adaptation. In light of this, major research has focused on analyzing ways to minimize the negative impacts of this liberalization on the Ontario provincial economy and maximizing the realization of potential gains.

Bilateral Trade Issues. The focus of research on bilateral trade developments last year was on Ontario's trade with the U.S., especially its automotive trade. In addition, issues involving Canada-Japan trade were examined, as were topics on Brazil-Canada trade.

Trade Promotion. The total spectrum of trade promotion techniques available to government was identified with research concentration on two specific topics: (a) the promotion of goods and services related to capital projects at home and abroad; and (b) Ontario's trade fair program abroad.

Targetting and Forecasting. A short-term global targetting report was prepared with a view to aiding priority establishment of trade promotion programs. In addition, short-term forecasts were produced on the outlook for Ontario exports, and on international economic developments.

Market Profiles. Short studies were prepared in 1976 on 34 countries. These 'market profiles' are designed to familiarize business people and government officials with economic and trade conditions in different countries.

Ontario Exports by Countries and Commodities. The 1976 edition of this annual publication provided an overview of the full range of Ontario's export activity during 1975.

A broad range of industrial issues were analyzed during 1976.

Automotive. This is Ontario's largest industry and as such warranted priority as the major focus of industrial research last year. Emphasis was placed on analysis of investment developments and the problems of the automotive-parts sector.

Specific Industries. Studies were prepared relating to the household furniture industry in Ontario, the textile industry and the record industry.

Small Business. Preliminary research was undertaken related to maintaining the viability of small business.

Product Reports. Over 100 product reports were completed in 1976. Each report provided up-to-date descriptions and statistics on specific products for the Ministry's marketing and industrial development consultants, as well as for the Ontario business community.

Industrial Information. A comprehensive information base on industry was maintained and developed for government and industry use. In 1976, over 1,400 requests for information were processed.

TOURISM RESEARCH

The main thrust of tourism research is to support and direct Ministry activities related to tourism and to maintain an effective data-base to meet the needs of all tourism industry segments in Ontario.

In 1976, several surveys were conducted for tourism marketing purposes. Advertising and attitudinal surveys were conducted in American, German and Canadian markets. An evaluation of selected Ontario tourism publications was made. Visitor and service evaluation surveys were conducted at travel information centers. The motor coach market was studied. Information on a travel association area-basis was extracted from the U.S. Auto Exit Survey, 1974.

Special studies in 1976 included the Provincial Tourism Development Plan and three tourism zone studies in northern and eastern Ontario.

A Travel Survey of Ontario Households; a monthly survey of Ontario residents' travel patterns and expenditures, was conducted last year.

Tourism research was also involved in the Tourism and Outdoor Recreation Planning Study (TORPS) along with five other Ontario ministries. Two major progress reports based upon the TORPS study were published.

Generally, the Ministry's tourism research people maintained indicators on the state of the tourist industry through collection of data on tourist establishments, occupancy, border crossings and visitation at main attractions, events and vacation areas. The Tourism Statistical Handbook reported the most frequently requested information.

Division of Tourism



Tourism is one of Ontario's most important products. The Division of Tourism's function is to maximize the significant contributions this product makes to Ontario's prosperity and our quality of life. This is done two ways. Directly, by promotion to the consumer, the traveller, vacationer and citizen. Indirectly, by promotion to the tourism industry itself: to travel agents, hotel and motel operators, restaurant owners, transportation companies and the like.

The Division of Tourism during 1976 continued to meet the increasing challenge of establishing Ontario as a preferred choice of travellers.

1976 was a difficult year for Ontario tourism. Beset with increasing foreign competition for the Ontario travel dollar, a sluggish international economy restricting disposable incomes, and American interest in a presidential election and bicentennial celebrations, Ontario experienced only moderate growth in tourism revenues.

The paramount issue affecting Ontario's tourist industry during 1976 was the high price of services throughout the province, followed closely by a perceived decline in the quality of service. In the past, Ontario saw the strength of its natural appeals and quality of basic travel facilities, and, in turn, sold its product on that virtue alone. In recent years, travellers began choosing their vacation destinations on the basis of service, convenience, proximity, uniqueness, hospitality and a range of other secondary benefits.

To meet these complex issues, the division undertook extensive programs to promote the Ontario tourism product and to expand and make more competitive the Ontario tourism plant.

Initiatives included greater promotional emphasis on the international market, the introduction of a provincial tourism development plan, the beginning of a grading feasibility study for all Ontario accommodation, and an increased participation in the federation of Ontario trade and travel associations. Tourism Ontario, to increase research activities on industry issues.

TOURISM MARKETING BRANCH

Marketing activities comprised a mass advertising and promotion campaign using television, newspapers, billboards and radio; programs to expand sales of Ontario tours, packages and facilities by the travel trade and to increase use of Ontario convention and meeting facilities; a prompt and efficient travel counselling service supported by quality publications, special promotions and on-going counsellor training; and special publicity programs involving travel writers and distribution of Ministry-produced travel films.

ADVERTISING MEDIA

Generally, the branch used television and magazines to create an awareness and favorable perception of Ontario. Newspapers were used to support those media with more timely information, and to a greater degree, radio was successfully used to stimulate impulse travel.

Television, newspapers and radio were used in the domestic market. In the U.S., those same media were used, except in California where the Ministry's Los Angeles-based travel trade consultant was supported with a consumer and trade magazine campaign. As well, overseas, Ontario talked travel trade through our staff in London, Frankfurt and Tokyo where those offices were supported with advertising in the trade press.

The branch's latest initiative in the international market was a consumer advertising campaign in West Germany involving radio, billboards and newspapers. This consumer publicity campaign significantly aided sales of Ontario tours by our Frankfurt office, marking the first time Ontario ventured into a foreign market advertising directly to the consumer.

ADVERTISING STRATEGY

In Canada, the neighboring provinces of Quebec and Manitoba represented major markets for Ontario. Ontario, Quebec and Manitoba, with 69% of the total Canadian households and a



Doon Pioneer Village, Ontario.

population of 15.4 million, generated 97% of the domestic vacation travel to Ontario. Ontario itself is its own best customer; 1975 travel expenditures in Ontario from all domestic sources were estimated to be 1.6 billion dollars.

The branch's 1976/77 advertising strategy concentrated on three Canadian markets: Southern Ontario, Montreal (English and French), and Winnipeg.

Consumer promotion was directed at families with children in the middle and upper socio-economic groups under 50 years of age. Ontario was presented as a quality vacation destination and affordable with a variety of things to see and do. As well, consumers were encouraged to use the services of travel agents.

The branch spent the majority of its advertising funds in the U.S. with the purpose of stimulating higher awareness, favorable attitudes and an increased desire to travel in Ontario either by automobile or by packaged tour. The U.S., with a high per capita discretionary income, is Ontario's biggest foreign dollar producer in tourism and an excellent source of long-term future sales.

Television remained the single, most widely noted, mass medium, reaching 97% of North Americans for an average of

6 1/2 hours every day. For this reason, it received roughly half of the branch's media dollars spent within Canada and slightly more than two thirds spent in the United States.

CONSUMER ADVERTISING CAMPAIGN FOR 1976

In 1976, Ontario's Markets were:

DOMESTIC AND BORDER U.S.A.: Seven major markets in southern Ontario plus Winnipeg and Montreal, and twelve markets in the U.S. within 150 miles of the border. Television advertising in those markets saw eight commercials running for eight weeks from March 22 domestically and April 12 in the U.S. The material shown in the American market differed somewhat from that shown domestically, and for the first time, Francophone Quebecers were able to see a campaign tailored specifically to their interests. Fall and winter advertising was initiated for four weeks in September and four weeks in January.

U.S. 150-350 MILES FROM ONTARIO: The spots shown were the same as those mentioned above (domestic and border U.S.A.) and began also on April 12. In the seven border cities with populations over one million, those spots ran with a 50% increase in frequency over the remaining markets.

Radio was purchased selectively in ten markets in southern Ontario, running for eight weeks from June 14 (spring/summer) and in six markets running for four weeks from September 6 and January 17, 1977 (fall/winter). The commercials aired were 60 seconds in length. Some focused on particular themes and attractions available through the seasons, while others detailed activities and events of the week and weekend they were aired. A special media blitz using radio was initiated in the border U.S. cities from mid-July to August in order to counteract a soft summer season, and the last four weeks of the domestic radio campaign was "heavied-up" for the same purpose, emphasizing price and product. As well, for the northwestern Ontario tourism, the U.S. fall campaign in Minnesota was advanced by one week.

Daily newspapers supported the television campaign. As a medium, newspapers provided a high-reach (84%) of adults per issue and made it possible to present timely and detailed information on specific attractions, events and packaged tours. Newspapers reached into 15 domestic markets including Winnipeg and Montreal. A series of eight spring/summer ads began May 4, with four fall ads that began on September 11, 1976 and four winter ads on January 15, 1977, in all markets except Montreal. The same ads with minor modifications were run simultaneously in 17 nearby U.S. markets. An entirely new campaign of four ads, evolved from research, was directed at the Francophone Quebec market during the spring/summer and fall.

In the domestic market, they appeared in the general news section of the Tuesday editions and in the U.S., appeared in the Sunday travel sections.

In 17 more distant U.S. markets (150-350 miles from Ontario) a news spot-color newspaper campaign was initiated which featured a compendium of appeals to persuade Americans to make a longer trip. These ads ran for six weeks beginning May 9 and one fall ad appeared twice through mid-September. The overall accent was on access to Ontario, the variety of things to see and do, and travel packages unique to Ontario. All ads appeared in the Sunday travel sections.

1977 saw the introduction of an entirely new magazine campaign aimed at the upper-income dwellers in three of the more distant U.S. cities serviced by direct air links to Ontario — Boston, Chicago and New York City. Double-page spreads gave the impact of the big picture and the themes highlighted equally Ontario's great outdoors and the pleasures of Ontario cities. A series of four ads appeared in two monthlies and one weekly magazine from May through November.

Come celebrate Summer!



Ontario/Canada

A touch of class



Ontario/Canada

TRAVEL COUNSELLING AND PUBLICATIONS

The branch is responsible for the production and distribution of a number of publications.

During 1976 it became increasingly evident that potential visitors to Ontario wished to obtain travel information as quickly as possible and were not relying on mail service. The branch's mail enquiries decreased by 40% while telephone enquiries increased by 20%. In order to stimulate more use of the telephone as a communications medium for both long-term planners and impulse travellers, the branch's consumer newspaper and radio advertising encouraged readers and listeners to call



"collect" the branch's head-office travel counselling service for more information. This successful sales approach will be continued in 1977.

Tourism publications were distributed to 2,343,576 visitors through some 781,192 enquiries at the Ministry's travel information centers, 170 recognized travel information centers and the 12 regional travel associations within the province. Outside Ontario, they were made available through the offices of the Canadian Government Office of Tourism, auto clubs and travel agencies.

Ontario's premier tourist publication, the *Traveller's Encyclopaedia of Ontario*, described the twelve varied areas of Ontario, points of interest, attractions, events and suggested sightseeing tours. The publication incorporated interesting historical facts and humor to entertain the reader and interest him in more things to see and do.

The bi-lingual *Heritage Highways* booklet was produced jointly by Ontario and Quebec to describe the route that begins in Niagara Falls and ends at the

Percé Rock of the Gaspé Peninsula. This highway has been designated by route signing through both provinces. Consumer demand for this publication was generated by a major magazine and television campaign co-sponsored by Ontario, Quebec and the Canadian Government Office of Tourism.

Four seasonally produced *Events* booklets were produced which outlined, in each case by event and date, nearly one thousand things to see and do in Ontario.

The Hunter's and Fisherman's Ontario described the what and where of how to fish and hunt in the province. Information on fishing and hunting regulations, where to stay, when to come and how to get here provided the active sportsman with all the information he required.

Accommodation provided information on facilities such as lake or town location, prices, pools, pets, etc. in order that the traveller be presented with a wide variety of accommodation choices.

Camping provided information on all private and provincial campsites

throughout the province with detailed information on facilities. In addition, information was available on canoe trips and packages as well as hiking, back-packing and camper rental.

Boating contained information on all marine facilities, with maps and specific water routes throughout Ontario with details of the things to see and do along those routes.

Winter described in detail the facilities available for downhill skiing, cross-country skiing, ice-fishing, snowmobiling and winter camping.

In co-operation with the Ontario Ministry of Transportation and Communications, the section distributed 1.3 million copies of the *Ontario/Canada Official Road Map* to aid the traveller in mapping his journey throughout the province.

The Travel Counsellor's Directory gave full particulars on Ontario's well-known and little-known attractions and events to assist the counsellor provide any and all answers to the vacationer's questions.

During 1976, tourism publications were distributed to 2,343,000 visitors.



TRAVEL TRADE AND CONVENTION SERVICES

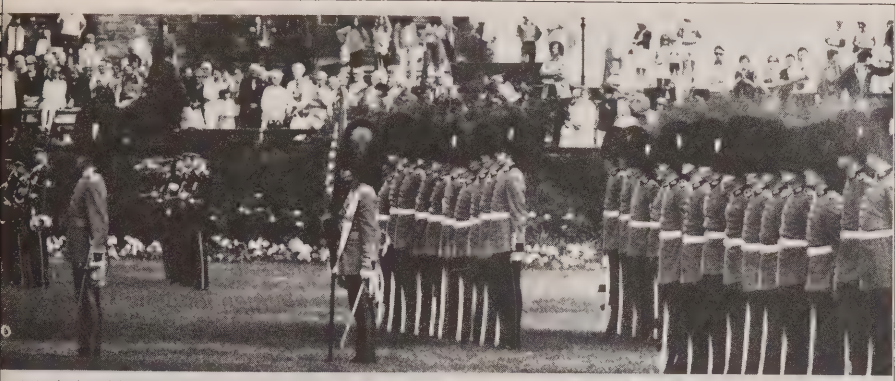
Supplementing the consumer advertising campaigns in North America was an extensive program directed towards the travel trade, as well as convention and meeting planners.

1976 saw the tapping of rich potential markets in California and the southwestern U.S. with eight insertions of two double-page advertisements designed to appeal to the consumer while informing travel agents of packages and services available. Those ads ran from May to November.

Closer to home, five full-page color ads were featured regularly in the *Canadian Travel Courier*, and the U.S. publications: *Travel Weekly*, *Selling Travel* and *Travel Age West*.

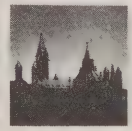
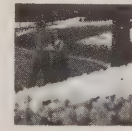
Those insertions were designed to create an awareness of Ontario's many and varied vacation possibilities. On a sustained basis, the color ads were supported by a series of black and white full-page insertions containing specific tour programs, and specialized services and merchandising aids at the agent's disposal. Offers of assistance and support for travel agents in the areas of literature, display materials, co-operative promotion, itinerary planning and travel information pertaining to commissionable accommodations, sightseeing and tour program development were highlighted.

Of particular importance to meeting planners were the full-page ads which were featured regularly in specialized publications. A positive invitation was extended to planners to discuss their requirements with the branch's staff, combined with an offer of co-operation in the dissemination of meeting leads to suitable convention bureaus, chambers of



You're only an hour and a half from Toronto, the capital of Ontario and from Toronto you're less than an hour from Ottawa, the capital of Canada. Ottawa is a splendid canal city where the nation's direction is determined from the magnificent Parliament Buildings, high on a natural rise overlooking the Ottawa River. Here history is made, while, with the colourful Changing of the Guard in front of the Peace Tower, history is preserved. For Ottawa is a city of tradition, from its graceful architecture, tree-lined streets and landscaped parks to the historic Rideau Canal which meanders through the city and meets the river just below, where the old cannon booms its noontime signal. Ottawa is a cultural capital - home of the National Gallery, The Embassies of the world and the glittering National Arts Centre. Ottawa is a convention centre, boasting the hotels, restaurants, entertainment and shopping areas befitting the nation's capital. Ottawa is a friendly city, whose people warmly extend a nation's welcome. The year gets to know your neighbours - there's so much to go for.

Take off for a friendly foreign capital - just a few hours away.



A dozen direct American Airlines, United Airlines and Air Canada flights leave daily from Ottawa to Toronto International. Hourly flights connect Toronto and Ottawa. Ask your travel agent for details or write: Ontario Travel Dept. P.O. Box 100, Queen's Park, Toronto. M5A 2C6. Ontario/Canada

Newspaper and magazine advertisements invite Ontarians and visitors to join in the fun of numerous attractions and events.

commerce, resorts and individual members of Ontario's accommodation sector.

To promote Ontario as a desirable destination to the rapidly expanding overseas market, a series of three full-page ads were placed in the U.K. and western European travel trade press. One ad dealt with Ontario's vast outdoors, another with the appeals of a wilderness experience in the north, and the third emphasized urban visitor attractions. In the growing Japanese market, two full-page color ads highlighted Ontario's natural and man-made attractions available for tour groups. Overseas advertising promotion served as well to inform travel agents of tour planning assistance and information provided by specialized tourism staff in the Ministry's foreign offices.

オンタリオを知るためにおいで下さい

ONTARIO



Ontario/Canada

To serve the specialized needs of the travel industry and convention planners, several pieces of reference and promotional material were produced.

The Travel Agent's Manual (both at home and abroad) provided travel agents with the information necessary in planning tours and itineraries and identified those facilities, products and services which could be sold at the customary travel agent commission.

The Convention and Meeting Guide featured quality meeting facilities in Ontario, designed to inform meeting planners concerning the range and quality of Ontario's facilities.

Ontario/Canada Holidays provided basic travel information and highlighted Ontario's major attractions for the visitor from abroad. Printed in English, French, German and Japanese, this promotional piece was widely distributed throughout the travel industry in Ontario's overseas markets.

Ontario/Canada Tours contained a compendium of packaged tours and served to encourage prospective visitors to use the services of travel agents and generated additional sales of Ontario tour products.

In addition, a selection of seven tour brochure shells was made available for use by travel agents to facilitate the preparation of their Ontario tour program promotions.

PUBLICITY PROMOTION

In 1976 publicity promotion activities included: Visit Ontario Media Program's editorial tours conducted for select and top-quality tourism influencers in the print



Steve Besenyoi, president, Motor Holidays, Brampton, and Alistair Mavor, president, Overland Tours, Agincourt, discuss how bookings are going for tours offered in the Global brochure shown on the desk. The picture was taken at the Air Canada office, Glasgow, and Beverley Allan, Air Canada receptionist, provides details for the two Ontario travel operators. Mr. Besenyoi and Mr. Mavor were members of an Ontario sponsored tourism mission to Britain in March 1976. Members of the mission reported a significant increase in business as a result of the visit.

and electronic media fields; the distribution of Ministry-produced films throughout Canada, the U.S. and overseas; and the regular distribution of travel news releases to Canadian and American dailies, weeklies and broadcast outlets.

The branch completed a new 13-minute film titled, "Huronian", and placed it in distribution. This project was cost-shared on a 50/50 basis with the Ministry of Culture and Recreation. As well, the branch completed and placed in distribution a three-minute promotional film on the Niagara Grape and Wine Festival for the Canadian and U.S. markets. The branch's film, "Ottawa, Canada's Capital", won first prize in the Werner Buck Travel Film Festival in California under the category of "Foreign Travel - Government Agency". For promotional purposes in the lucrative overseas market, the branch translated seven existing titles into three foreign languages - German, Dutch and Japanese and placed them in distribution.

To extend prompt and efficient travel counselling throughout Ontario, the branch undertook a co-operative travel promotion with the T. Eaton Company called: "Ontario Alive". The six week promotion was advertised through radio, newspaper, and in Toronto, transit advertising. Special travel information centers were located in Eaton's stores and staffed by trained travel counsellors.

TOURISM DEVELOPMENT BRANCH

The tourism industry in Ontario is a powerful social and economic force. Direct employment in the industry amounts to approximately 165,000 people. Revenues totalled about \$2.6 billion in 1975 of which about \$900 million flowed in from the U.S. and abroad. Ontario accounts for over half of Canada's tourism revenues and ranks with the top ten countries of the world.

Continuing systematic development of Ontario's tourism industry is essential to meet the needs of both Ontario's residents and visitors, and to meet the demands of a highly competitive international business. The objective of this branch during 1976 was to ensure that Ontario's tourism industry remained competitive. To achieve this objective the branch created three sections: Industry Improvement, Planning and Project Development.

INDUSTRY IMPROVEMENT

The branch's commitment to the upgrading of current and future operations was exercised through the Industry Improvement Program. This program was able to provide technical and investment assistance to would-be entrepreneurs in the travel industry. As well, through its involvement in the Ontario Development Corporation's tourism loan program, it was able to suggest modifications to present operations to permit greater profitability. Additional activities and special industry-related studies and training programs were undertaken.

A grading feasibility for Ontario's accommodation was initiated which will be completed in 1977. This study is

reviewing the benefits of a grading and categorization system for Ontario's accommodation sector in order to improve its competitive position. This study was undertaken in co-operation with the four major accommodation trade associations (Association of Tourist Resorts of Ontario, Ontario Hotel and Motel Association, Ontario Motel Association and Northern Ontario Tourist Outfitters) through Tourism Ontario.

PLANNING

The tourism content of many official plans from all over the province were reviewed. The major task undertaken was the completion of the provincial tourism development plan entitled, "Tourism Development in Ontario: A Framework for Opportunity".

This study's objective was to formulate a province-wide approach to tourism development with emphasis on private sector opportunities. It is the plan's philosophy that tourism development must be realized mainly through initiatives from the private sector. The public sector will play a vital supporting role through the policies and goals of the Ministry of Industry and Tourism, reflecting this Ministry's key role in encouraging and influencing tourism development by the private sector. "Framework for Opportunity" suggests where the development should take place; what opportunities should be developed, and how development should take place. The study involved a careful analysis and evaluation of the tourism industry in Ontario, and it considered the province's broad policies governing future social and economic development. It also considered development guidelines specific to the tourism industry. It evaluated the resources, markets, trends and problems of the industry, and the

study looks ahead in detail some five to ten years with a brief consideration of possible development 25 years hence. During 1977 this study will receive wide distribution.

PROJECT DEVELOPMENT

Project development concentrated on a number of tourism development proposals, some of which might require a degree of participation by the province. These proposals are continuously being studied to determine what opportunities exist for development and what the resulting economic benefits to the province in general, and in the regions in particular, may be. Some proposals came from outside sources and were of a conceptual nature and required substantial refinement before their feasibility or desirability could be established.

Among the studies undertaken in 1976 to be continued in 1977 is the Renfrew County Visitor Attraction Study. This study resulted in a land optioning program for some 550 acres of land in Renfrew County, thereby representing a beginning with respect to the first development opportunity suggested through "Framework for Opportunity". The proposed Timbertown attraction is based on the historical and cultural resources of the Upper Ottawa Valley region with particular emphasis on the square timber and fur trade era.

Based on the investigation of existing attractions, such a theme park proved to be a marketable project in Renfrew County. Substantial educational content is inherent in the presentations offered by this attraction, but the entertainment component will take priority. Of specific importance will be the staging of a performance involving craftspersons who will make their products in public view and then offer them for sale. Culturally, the lifestyle, arts and crafts, music, folklore, mythology and literature of the square timber and fur trade era in Renfrew County will provide dramatic and colorful entertainment and amusement potential.

TOURISM OPERATIONS

To stimulate additional tourism development and employment in the province, the Tourism Operations Branch provides consulting services to existing tourism businesses and potential investors. The Branch operates the Ontario Travel Information Centers.

CONSULTING SERVICES

Counselling is given to individuals on matters such as feasibility of tourism projects, capital requirements, sources of financing, marketing, promotion, construction standards and design, statutes and by-laws. Consulting services are also provided to primary tourism organizations and municipalities.



Fred J. Boyer, (right) executive director, Division of Tourism, Ministry of Industry and Tourism, Toronto, speaks at a special luncheon in London, England. Left: John Standley, sales manager, Wardair (U.K.) Ltd., London.

Nurturing future tourism development plans is also a branch objective. This involves discussing promotional and project ideas with travel associations, merchants, chambers of commerce, tourism groups and municipalities. The branch also provides counselling to regional travel associations on the feasibility of cost-sharing projects.

To promote orderly tourism development and high tourism standards throughout Ontario, the branch sponsors programs to upgrade skills of tourism managers and employees.

TRAVEL TRADE AND INFORMATION CENTERS

To ensure that the Ministry's objectives are carried out within the parameters of the tourism program, and to ensure that the travelling public are always informed of facilities, attractions and events, the Tourism Operations Branch maintains Tourism Business Offices and Travel Information Centers, strategically located throughout the province and at major border crossings.



Travel Information Centers, such as this one in Sault Ste. Marie, are strategically located at tourism border crossings to the province.

TOURISM BUSINESS OFFICES

ARNPRIOR
146 John St. N.
(613)623-3153

BARRIE
Hwy. 400
(705)726-0932

BROCKVILLE
143 Parkedale Ave.
(613)342-5522

FORT FRANCES
283 Church St.
(807)274-3250

HUNTSVILLE
15 Main St. E.
(705)789-4448

KITCHENER
305 King St. W.
(519)744-6391

KINGSTON
Princess Ann Bldg.
(613)546-0174

KENORA
808 Robertson St.
(807)468-6481

LONDON
195 Dufferin St.
(519)433-8105

NORTH BAY
1500 Fisher St.
(705)472-9660

ORILLIA
73 Mississaga St. E.
(705)325-1363

OWEN SOUND
1131 Second Ave. E.
(519)376-3875

OTTAWA
220 Laurier Ave.
(613)237-6280

PETERBOROUGH
139 George St. N.
(705)742-3459

ST. CATHARINES
Garden City Skyway
(416)684-2345

SAULT STE. MARIE
120 Huron St.
(705)253-1103

SUDBURY
767 Barrydowne Rd.
(705)560-1330

THUNDER BAY
435 James St. S.
(807)475-1325

TIMMINS
261 Third Ave.
(705)264-5393

WINDSOR
110 Park St. E.
(519)252-8368

WILLOWDALE
5 Fairview Mall
(416)491-7680

ONTARIO TRAVEL INFORMATION CENTERS

BARRIE
Hwy. 400
(705)726-0932

CORNWALL
903 Brookdale Ave.
(613)933-2420

FORT FRANCES
285 Church St.
(807)274-3250

HILL ISLAND
Hill Island
(613)659-2108

NIAGARA FALLS
5629 Falls Avenue
(416)358-3761

OTTAWA
220 Laurier Ave.
(613)237-6280

ST. CATHARINES
Garden City Skyway
(416)684-2345

SARNIA
Blue Water Bridge
(519)344-7403

SAULT STE. MARIE
120 Huron St.
(705)253-1103

WINDSOR
110 Park St. E.
(519)252-8368

ONTARIO TRAVEL ASSOCIATION PROGRAM

Each of the twelve regional travel associations, having met Ministry criteria was eligible for funding at a level unchanged from 1975 — an outright \$35,000 in administration and \$50,000 in cost-sharing monies. The cost-sharing is determined on the basis of a 90% contribution from the Ministry for approved programs in northern Ontario, a 75% contribution in eastern and central, and a 55% in the rest of Ontario.

The administrative grant is designed to ensure the employment of full-time professional staff; the cost-sharing monies are designed to ensure the execution of sound marketing strategies and identification of related development opportunities.

Concerted fund-raising and new membership campaigns were undertaken by each association, and, among the results, for the first time the municipalities of North Bay and Sault Ste. Marie contributed sizeable per capita grants to their respective travel associations. Every travel association took advantage of OTAP to accomplish basic marketing requisites such as publications, sportsmen and trade show promotions, radio, television, newspaper and magazine advertising campaigns, and travel counselling. As well, every travel association covered the marketing basics and in a majority of cases, co-operated closely with the Ministry activities involving mass-marketing, customer sales and service and travel trade. The chief executive officers and managers of each association during 1976 were:

ALGOMA KINNIWABI TRAVEL ASSOCIATION
Suite 3
553 Queen St. E.
Sault Ste. Marie
P6A 1A8
(705)254-4293

Con Schmidt, President
Bruce McLeod, Manager

ALMAGUIN NIPISSING TRAVEL ASSOCIATION
366 McIntyre St. W.
Box 351
North Bay
P1B 8H5
(705)474-6634

Wolfgang W. Schmidt, President
Vernon McKinnon, Manager-Director

CENTRAL ONTARIO TRAVEL ASSOCIATION
277 George St. N.
Suite 288
P.O. Box 191
Peterborough
K9J 6Y8
(705)745-3780

Robert Kennedy, President
George Coling, Manager

TOURISM ONTARIO

During 1976, the Ministry dramatically increased its financial participation in Tourism Ontario (the Federation of Ontario's Trade and Travel Associations), enabling the organization to hire a full-time research co-ordinator for liaison with the Ministry's Grading Feasibility Study and for increased research on major industry issues.

The Tourism Ontario's board of directors was expanded to include three representatives from the twelve regional travel associations, the four Ontario accommodation trade associations

(Association of Tourist Resorts of Ontario, Northern Ontario Tourist Outfitters, Ontario Hotel and Motel Association, and the Ontario Motel Association) and the Ontario division of the Canadian Restaurant Association.

In addition to on-going liaison with the Ministry concerning the Grading Feasibility Study, Tourism Ontario presented briefs to the Commission on Property Taxation Reform, the Ministry of Labor, concerning the minimum wage and the Ministry of Revenue concerning taxation on promotional literature.

COCHRANE TIMISKAMING TRAVEL ASSOCIATION
Box 1162
Timmins
P4N 7H9
(705)264-9589

Ulrich Treskow, President
J. Aldo Campagnola, Manager

EASTERN ONTARIO TRAVEL ASSOCIATION
Lansdowne Travel Centre
Lansdowne
K0E 1L0
(613)659-2188

Donald Longchamps, Chairman
William A. Elliott, Managing Director

GREY BRUCE-HURONIA-MUSKOKA TRAVEL ASSOCIATION
Simcoe County Complex
Midhurst
L0L 1X0
(705)726-9300

Dennis Stone, Chairman
Boyd Robertson, Secretary-Treasurer

METROPOLITAN TORONTO TRAVEL ASSOCIATION
Eaton Centre Galleria
Suite 510
220 Yonge St.
Toronto
M5B 2H1
(416)979-3133

Thomas E. Barber, President
J. Ross Kenzie, Manager

NIAGARA AND MID-WESTERN ONTARIO TRAVEL ASSOCIATION
440 Elizabeth St.
Burlington
L7R 2M1
(416)639-7031

Paul Randorf, President
Mrs. Margaret Sharkey, General Manager

NORTH OF SUPERIOR TRAVEL ASSOCIATION
107 Johnson Ave.
Thunder Bay
P7B 5E9
(807)344-6659

Douglas Scott, President
Ray Atkinson, Manager

NORTHWEST ONTARIO TRAVEL ASSOCIATION
Box 725
Dryden
P8N 2Z4
(807)223-5987

Gordon Euler, President
Allan Hovi, Manager

RAINBOW COUNTRY TRAVEL ASSOCIATION
1769 Regent St. S.
Sudbury
P3E 3Z7
(705)522-0104

Maury East, President
William L. Smith, General Manager

SOUTHWESTERN ONTARIO TRAVEL ASSOCIATION
Suite 200A, Park Lane Place
186 King St.
London
N6A 1C8
(519)679-0211

William Johnston, President
William F. Morgan, Managing Director

In 1976, each of the travel associations received funding to employ a student marketing assistant, a senior travel counsellor and a prescribed number of travel counsellors under the Ontario Youth Secretariat's Experience '76 Summer Employment Program. The student marketing assistants enabled the associations to continue extensive market research activities, and the increased funding for travel counselling enabled the associations to extend and improve the quality and availability of travel counselling for Ontario vacationers.

Ontario Place Corporation



Ontario Place, built by the government of Ontario, is a cultural, recreational, leisure and entertainment center for Ontario's people and visitors from countries around the globe.

This magnificent park on three man-made islands on the Toronto waterfront opened May 22nd 1971. By the end of its first season it had welcomed some 2,300,000 people. In 1976 attendance was 2,830,000 despite record bad weather and a general decline in tourist visits to Canada. This is one of the high levels of seasonal park attendance in North America.

More than 462 people were employed on the site at the peak of the 1976 season. Some 400 were students from various parts of the province who worked either in hosting or in the marina, boutiques, restaurants and maintenance. Policing of the park is a function of the Ontario Provincial Police. There is a bank, a first-aid center and a free wheelchair service.

Ontario Place is beautifully landscaped with picnic spots, lakes, lagoons, canals and look-out points. Canada geese, snow geese and other waterfowl summer here and two swans are residents.

Major attractions include Cinesphere, the Forum, Children's Village and Waterplay and three film theatres.

Other attractions include the famed Canadian destroyer HMCS Haida where a major sea cadet program operates each summer in co-operation with the Navy League and the Department of National Defence.

There are pedal boats, tour boats and boutiques. There's a miniature golf course and a toy shop. Marching and military bands parade regularly and Ontario Place "animals" and magical clowns entertain the children and their parents around the site. Kite clubs, wind surfers, model boaters and other groups add interest throughout the season.

Landrides move visitors around the site and a gaily decorated showboat carries floating bands through canals and lagoons.

Senior citizens are admitted to the park free of charge and many enjoy regular visits.

Rising out of Lake Ontario on 105-foot columns, five pavilions, internationally recognized for their design, offer multi-media theatres 1 and 2 and theatre 3 provides the experience of mirrors, black lights, music and surprises. The Ontario Place restaurant, lounge and banqueting complex is located in the pavilions together with an information center.

Throughout the year the Ontario Place pavilion restaurant complex offers facilities to the public for banquets, receptions, conferences and private parties. Cinesphere and other facilities are also available during the closed season.

Cinesphere, the 800-seat triodetic domed theatre, is a dazzling Toronto waterfront landmark. It contains the giant-film IMAX system developed by an Ontario company. The only one in Canada, IMAX projects high fidelity, large format motion pictures on one of the world's largest screens 60 feet high and

80 feet wide. The audience is surrounded by six-track stereo sound from 66 speakers.

Ontario Place produces new attractions for its theatres each year and in 1976 the giant-screen film "Ontario Summertime" was an exceptional success. This beautiful production featured the exciting activities, recreation areas and tourist attractions on Ontario lakes, waterways and rivers.

The Forum, a superb and unusual amphitheatre, with a revolving stage, presents top entertainment daily. There is seating for 2,600 under the canopy roof and room for 6,000 more on the surrounding hills. In 1976 capacity audiences enjoyed 18 concerts by the Toronto Symphony with world famous conductors and the National Ballet staged a series of performances. Leading Canadian and international entertainers appeared at the Forum and there were programs of jazz, contemporary and folk music, circuses, special presentations and variety shows.

One of the great family attractions is the Children's Village and Waterplay, with unique equipment and fun that has attracted world wide interest. It's great fun for the children and a great spectacle for the adults.

Three villages on site provide eight popular restaurants and pubs. Many have dancing and live entertainment. These and the Ontario Place restaurant complex in the pavilions, offer light meals to full course dinners and visitors can enjoy waterside decks and patios for outside dining and refreshment. There are lounges, snack bars and milk bars throughout the park.

During the 1976 season, 70,000 school children enjoyed the special visit program. They came from 1,000 elementary and secondary schools all over the province and included a number from U.S. communities.

A total of 3,600 boats used the 350-slip public marina and 146,000 visitors toured HMCS Haida.

During the Canadian National Exhibition, mid August to Labor Day, Ontario Place and the CNE join to become one park with a single admission schedule. Both parks participate in the daily fireworks and watershows and in the four-day Canadian International Airshow which is controlled from Ontario Place.

Ontario Place is a crown corporation served by a board of directors with interest and experience in the arts, entertainment, communications, business and tourism.



Children's Village and Waterplay, Ontario Place, has attracted interest worldwide. Great activity for children. Great spectacle for adults.

Communications



Communications Division provides consultative and operational communication services to the divisions of Tourism, Industry and Trade, and Small Business-Operations.

Working closely with a co-ordinating body of communication planners, the division's activities combine the functions of a news room, an advertising agency, a public relations firm, a bookstore and a photo library of stills and movies.

PROMOTION

The Promotion and Information Section, through the Visit Ontario Program, works with professional journalists from key tourism market areas. The section provided escorts in 1976 for more than 100 specially chosen media representatives from Ontario, the U.S. and from such overseas tourist markets as the U.K., West Germany, Holland and Japan.

As well, the section undertakes Publicity Mission Programs in which representatives from various Ontario tourism areas are acquainted with the latest developments in other tourism jurisdictions. The 1976/77 schedule includes missions to Chicago, Detroit, Los Angeles, San Francisco, San Diego and Dallas.

NEWS AND PHOTOGRAPHY

A total of 177 news releases were completed by this section in 1976. As well, 52 speeches and statements were written for the Minister, along with feature articles and information for an internal newsletter and the Ontario Trade and Export Journal.

During the year the photographic unit was responsible for several hundred new black and white and 35 mm color slides on Ontario tourism and industry.

The photo library gained a large selection of photographs and distributed 7,871 black and white prints and 7,055 color transparencies. Filed under a cross reference system are some 31,000 negatives.

FILMS

Production of a 13-minute film titled *Huron* was undertaken on behalf of the Division of Tourism. Cost-shared on a 50-50 basis with the Ministry of Culture and Recreation, the film features Sainte-Marie Among the Hurons, the military establishments at Penetanguishene, and vacation attractions in the Georgian Bay area.

Television fillers featuring the Ottawa area and the Niagara Grape and Wine Festival were released.

Seven Ministry travel films were translated for distribution in the German, Dutch and Japanese travel markets.

In 1976, preliminary work began on the production of a film in 1977 for the Ministry's Division of Industry and Trade.

During the year, Ministry films were seen by thousands of viewers through community audiences and by millions of viewers on television in the U.S.

AUDIO/VISUAL

Seven audio/visual productions were launched in 1976, four single-tray presentations and three four-tray, two-projector productions.

These were featured at many external functions such as the Royal College of Physicians and Surgeons international meeting and at the International Interior Design Show.

ADVERTISING

In April 1975, the Advertising Services Section undertook the coordination of all Ontario government advertising purchases through the Agency of Record, Foster Advertising Limited, acting as the central purchasing agency. The first full year has been completed and thousands of dollars saved through quantity buying.

The Ontario Government Information/Communication Program coordinated by this section is now in its third year of producing information ads for various ministries among the ethnic, rural and suburban communities of Ontario. Weekly newspapers, farm and business publications, radio and television were used for these programs.

Advertising Services and the Ministry's advertising agencies also produce print and radio campaigns for Ministry programs.

PUBLICATIONS

The publications program of the Ministry maintained a support role for both informational and promotional printed materials for Ministry services and for the travelling public in Ontario.

The booklet, *Energy Management for Industry*, was used throughout the province to outline in advance the services of the Ministry's Energy Bus as part of the government's energy conservation program.

Doing Business in Ontario, updated regularly in English, was made available in French, German, Italian and Japanese.

Publication Section assisted in the production of the *Film Locations Brochure* for the Industry Branch.

Travellers' Encyclopaedia, Ontario's main tourism information publication, is an expanded and revised guide to the 12 travel areas of the province.

The tourism literature program of information, facilities and travel trade publications was updated for 1976 to include: *Travellers Encyclopaedia*, *Ontario Winter*, *Fishing and Hunting*, *Ontario Accommodation*, *Ontario Camping*, *Ontario Boating*, *Coming Events* quarterly.

The touring guide, *Heritage Highways*, which covers the scenic southern routes of Ontario and Quebec, is produced jointly with the province of Quebec.

For the travel trade, Publications Section assists in producing *Travel Agents Manual*, a series of seven tour shells for individual imprint, a *Tours* guidebook and *Convention and Meeting Guide*.

Major Publications:
INDUSTRY AND TRADE SERVICES

ONTARIO — CANADA'S PROVINCE OF OPPORTUNITY

DOING BUSINESS IN ONTARIO
(English, French, German, Italian, Japanese)

ONTARIO BUSINESS NEWS
(bi-monthly)

TRAVELLERS ENCYCLOPAEDIA

ONTARIO ACCOMMODATION

ONTARIO CAMPING

ONTARIO BOATING

FISHING AND HUNTING IN ONTARIO

COMING EVENTS
(quarterly)

ONTARIO WINTER

ONTARIO — HOW IT WAS, HOW IT IS,
HOW IT WILL BE

ANYONE INTERESTED IN MINISTRY PUBLICATIONS AND/OR FILMS ARE INVITED TO CONTACT:

Publications Section/Film Library
Ontario Ministry of Industry and Tourism
10th Floor, Hearst Block
900 Bay Street, Toronto, Ontario
M7A 2E3

FILMS: 965-5411

PUBLICATIONS: 965-4004

TRAVEL FILMS

—All 16 mm/Color/Sound

ST. LAWRENCE: MORE THAN A RIVER: Highlights recreational activities from Kingston to Cornwall, including Upper Canada Village. Winner of the "Maple Leaf Award" for the best Canadian travel film. 15 min.

OTTAWA: CANADA'S CAPITAL: Skating on the canal, skiing on the slopes, cruising on the waterways, pageantry on Parliament Hill. Awarded first prize, 1975 National Canadian Film and Television Association's competition. 13½ min.

NIAGARA: One of the most famous natural spectacles in the world, the Niagara region is also renowned for its scenic parks, historic sites, dating from the war of 1812, fine restaurants, accommodation, and theatre. Enjoy all of Niagara's attractions, in this brief visit to one of Ontario's most popular tourist destinations. 14½ min.

TORONTO: A "people city" with many sights and attractions including the Ontario Science Centre, island parks, Ontario Place. 14½ min.

NORTH OF SUPERIOR: Captures the grandeur of northwestern Ontario. Exciting scenes of beautiful lakes and dense forests. 20 min.

ONTARIO A LA CARTE: Ontario is: dining, theatre, art galleries, resorts, golf, water skiing, canoeing, camping, sailing, fairs, historic sites and Niagara Falls. But most important, Ontario is made up of people, each of whom has contributed to the fabric of the province. This film proves that Ontario is . . . a great place to be. 21 min.

WINTER POTPOURRI: A range of recreation for all ages. Downhill skiing, skijoring, ice-boating, ice fishing, a "sugaring-off" party in the maple bush. 26 min.

HERITAGE HIGHWAY: Popular tourist route through Niagara Falls, Toronto, and Ottawa, on to Montreal and Quebec City, terminating at Gaspé's Percé Rock. 14½ min.

GOLDEN AUTUMN: Many autumn activities across the province. Cruising, locking through canals, rural fairs, northern lakes, wildlife sanctuaries, revelling in colorful panorama. 13½ min.

SPRINGTIME: Color transforms city and country. Spring skiers bask in the sun, fishermen try their luck in fast flowing streams. People sample delights at sugaring-off parties. Beautiful flowers reach forth to catch the summer. 14 min.

GONE FISHING: More than a dozen Ontario sport fish battle against the angler. From placid summer backwaters to rushing fall streams, from spring trout to wintertime ice-fishing. 22 min.

STE. MARIE AMONG THE HURONS: French Jesuit priests founded this first European community in present-day Ontario, headquarters of their mission to Huron Indians. It flourished from 1639 to 1649. 27 min.

WATERWAYS TO EXPLORE: Ontario is blessed with a variety of waterways that offer the boater, beginner and veteran, a choice that is hard to equal. From quiet, secluded backwaters to the open stretches of the Great Lakes. The Trent-Severn and Rideau canals, Georgian Bay, the St. Lawrence River and Lake Ontario are all featured in this film, along with visits to provincial parks, historic sites and a number of Ontario's most popular vacation areas. 14 min.

MINAWANAMUT: Hoist the sail mate and all aboard for the greatest freshwater cruising in the world. Minawanamut — Ontario's award winning production — is a happy combo of sloops, sand, swimming, surf and sunsets. It's a fair wind for sailing — even for landlubbers. 20 min.



Ontario Development Corporations



ONTARIO'S DEVELOPMENT CORPORATIONS — Ontario Development Corporation (ODC), Northern Ontario Development Corporation (NODC) and Eastern Ontario Development Corporation (EODC) — offer a comprehensive program of financial and advisory services, which help create jobs directly and generate additional employment in supply and service industries. Through a variety of loan programs, economic development in Ontario is planned, directed and encouraged in a manner that will have the greatest beneficial impact on all areas of the province. Besides creating new jobs, the corporations' programs are designed to help reduce imports and increase exports.

STRUCTURE

The Development Corporations Act provides for three separate crown corporations, each operating under its own board of directors and serving its own specific area of the province.

These boards of directors govern the activities of their respective corporations in accordance with government policy, and are responsible to the Ontario Legislature through the Minister of Industry and Tourism. The boards are made up mainly of business people who live and work in the areas served by their corporation.

Both NODC and EODC are represented on the board of directors of ODC, and the chairman of ODC serves as chief executive officer and as a director of all three corporations. This provides the opportunity for the corporations to work together towards balanced economic growth.

AREAS SERVED

NODC operates throughout the whole of Northern Ontario, including the Districts of Parry Sound and Nipissing. The Corporation's head office is at Queen's Park, Toronto, and branch offices are located in Sudbury, Thunder Bay and Timmins.

The area served by EODC covers seventeen counties, eastward from, and including, the Counties of Northumberland, Victoria and Haliburton. Its head office is also located in Toronto, with branch offices in Ottawa and Kingston.

Central and Southwestern Ontario are served by ODC, with branch offices in London and Orillia, and head office in Toronto.

The Development Corporations are staffed by accountants, engineers, business administration graduates and lawyers, who have all had several years



business experience in the private sector at a managerial level. Professional consultants are located in all field offices as well, and consulting trips are made to the less populated areas of the north and east on a regularly scheduled basis.

IMPROVEMENTS AND ACCOMPLISHMENTS — 1976

In April of last year, procedural changes were instituted which resulted in an average 25% reduction in loan processing time. On the average, the time involved in processing from the receipt of an application to final approval was reduced from 78 days to 59.

ODC's Tourist Loan Program was expanded during 1976 to include loans for the establishment of new tourist facilities in Central and Southwestern Ontario. In previous years, ODC tourist loans were available only for expanding and/or upgrading existing facilities. NODC and EODC however, had always included new facilities in their tourist loan programs. In ODC's area, loans for new tourist facilities will carry an interest rate 2% higher than tourist loans for other purposes. To encourage development in less developed regions, all tourist loans administered by NODC and EODC are offered at the lower rate.

LOAN APPROVALS — 1976

In previous years, the two most active loan programs administered by the Development Corporations were the Tourist Industry Program and the Ontario Business Incentives Program (O.B.I.P.). This changed slightly during the 1976/77 fiscal year. Incentive loans continue to be the most active program, but small business loans have replaced tourist loans as the second most active.

From April 1, 1976, to January 31, 1977, fifty-two small business loans were authorized totalling more than \$2.2 million as compared to 38 loans totalling \$1.4 million for the same period in 1975/76. Thirty-four tourist loans totalling \$3.9 million have been approved during the current fiscal year as compared to 71 tourist loans totalling \$5.9 million in the same period during the previous fiscal year.

Since the Tourist Program was introduced in 1970, the total dollar volume approved has been more than \$50 million. The O.B.I.P. Program, which was introduced only four years ago has now approved a total dollar volume of \$56.2 million. Over 85% of this total has been approved for projects in northern and eastern Ontario.

Demand for export support assistance is continuing during the current 1976-77

fiscal year. Twenty-five new loans have been approved to date (Jan. 31, 1977) for a dollar volume of \$4.2 million as compared to 18 loans totalling \$3.8 million during the same period last year. Many loans previously approved under this program continue to be recycled as old ones are paid and new orders taken, resulting in a dollar volume of sales as much as 3½ times the amount of the original loans.

1976 gave the Corporations their first chance to test the effectiveness of the new Ontario Industrial Parks Program, which was introduced late in 1975. This program provides for loans to municipalities of up

to 50% of the cost of purchasing and servicing land suitable for industrial parks or 75% of the cost of servicing industrial park land already owned by the municipality. The 75% option is also available to private developers, provided their proposal has been approved by the municipality in which the project is located. This program is available only through NODC and EODC.

During 1976, loans were approved for servicing industrial parks in Sault Ste. Marie and Perth, and a third application was being considered by EODC. As of January 31, 1977 fifteen additional proposals are in various stages of

consideration prior to their being presented to the Development Corporations.

The Ontario Business Incentives Program continued to provide for 90% of capital costs under NODC Terms, 75% under EODC, and 50% under the terms of ODC loans. For all corporations, the maximum loan available to any one applicant continued at \$500,000.

Term loans were available for small business expansion, export support, tourist development and expansion, venture capital, and for purchase and installation of pollution control equipment.

COMPARATIVE STATEMENT OF LOAN APPROVALS

(\$000's)

CORPORATION FISCAL YEAR	OBIP		Ex. Support		Sm. Bus.		Tourist		Ind. Mortgage		Other	
	#	Amt.	#	Amt.	#	Amt.	#	Amt.	#	Amt.	#	Amt.
NODC												
1975-1976 *	5	1,099	18	3,700	31	1,283	24	1,695	8	1,570	5	395
1976-1977 (To Jan. 31, 1977)	8	2,350	23	3,995	37	1,583	8	513	17	2,031	2	65
EODC												
1975-1976 *	25	3,250	—	—	7	219	34	3,247	5	710	—	—
1976-1977 (To Jan. 31, 1977)	17	3,970	2	250	3	128	17	2,920	6	860	—	—
ODC												
1975-1976 *	30	5,086	4	1,022	10	314	22	1,857	11	1,545	—	—
1976-1977 (To Jan. 31, 1977)	37	8,557	—	—	12	502	9	528	5	547	—	—
TOTAL												
1975-1976 *	60	9,435	22	4,722	48	1,816	80	6,799	24	3,825	5	395
1976-1977 (To Jan. 31, 1977)	62	14,877	25	4,245	52	2,213	34	3,961	28	3,438	2	65

* Net of Recission

ADVISORY SERVICES BRANCH

The branch provides financial and management consulting services to small business concerns unable to obtain the services offered by companies in the private sector.

In cooperation with federal and provincial government agencies and research institutions, Advisory Services also helps inventors by evaluating new products and techniques, and by providing guidance in financing, patenting procedures, marketing and manufacturing procedures.

The branch also provides advice on alternate sources of equity, and can serve as an intermediary to introduce private investors to potential investments in the small business area. Advisory Services will also assist small manufacturing organizations in start-ups, budgeting and business forecasting.

During the past year, Advisory Services continued to play an effective role in small business operations in the



private sector. Requests for assistance came from a wide variety of manufacturing firms, service industries and individuals, including tourist establishments, sawmills, bakeries and data processing firms; manufacturers of electronic products, cosmetics, charcoal, motor homes and metal fasteners.

INDUSTRIAL PARKS

The ODC owns and operates two industrial parks — Huron Industrial Park, located 25 miles north of London, near the town of Exeter, and Northam Industrial Park, located in the town of Coburg, 70 miles east of Toronto on Highway 401.

These parks contain a total of 1½ million square feet of manufacturing space in buildings ranging in size from 10,000 to 100,000 square feet. As of December 31st, 1976, over 95% of the total manufacturing space was leased.

Ontario Research Foundation



Whether it's new materials technology, computer design assessment, pollution control, testing for the footwear industry, potential applications for forest products or examination of new energy sources, the Ontario Research Foundation continues to meet changing technological needs of Canadian industry.

Approaching nearly a half century of research and development, in addition to analysis and evaluation, it served 1,400 Canadian companies in 1976. Clients represented all major sectors of primary, secondary and service industry. Besides its work for industry, Ontario Research provided, under contract, research and development services to augment several federal and provincial government scientific programs.

Located in the Sheridan Park Research Community, Mississauga, this independent laboratory offers comprehensive capabilities to small and medium companies not large enough to have their own research and development facilities, and technological specialization to larger companies that wish to complement their own in-house resources. It also supplies a variety of testing and analytical services to assist in problem solving. All Ontario Research services are conducted confidentially. Patents which result from a client's work become his property.

Since 1948, the Ontario government has provided an annual grant to help Ontario Research develop up-to-date capabilities for industry. In 1976, projects sponsored by this grant represented 30% of Ontario Research's operating budget. The balance of the \$9 million operation is funded directly through sale of services to clients.

Ontario Research's professional and technical staff work in project-oriented teams operating on the basis of related scientific disciplines. Areas of major emphasis include energy, environment, materials, products and processes, and resources.

ENERGY

Ontario Research has been actively involved in the management of energy consumption and the technological development of new energy sources.

Major accomplishments during 1976 included establishment of a domestic furnace laboratory and evaluation of testing techniques to ensure future efficient residential heating. This year marked the beginning of a design for a superior solar collector — a project continuing into 1977. The first phase of the Ministry of Education's heat loss monitoring program on two public schools

was completed with phase two concerning the effect of deliberately-introduced operating changes initiated at the start of the school year. Phase one involved the determination of the relative cost effectiveness of each energy-saving alteration.

In addition, a series of analyses compared energies required to make various materials from virgin sources with that of wastes recovered from municipal refuse.

Earlier work on the applicability of wind generators to supply electricity to selected northern communities was

extended in 1976. With aid of provincial funds, techniques were developed of value in oil sands research particularly in relation to improved recovery processes.

During the year, instrumentation for measuring shading co-efficients of drapery or window curtaining materials and the heat gained or lost through various glass/drapery combinations was also developed.

Other projects reflecting the growing concern with energy conservation were directed at developing low-cost inorganic heat-resistant insulations for chimneys, fireplaces and similar applications.



James Fleck (center), appointed Ontario Deputy Minister of Industry and Tourism in 1976, gets comprehensive orientation to Ontario Research Foundation facilities from W.R. Stadelman, Ontario Research Foundation president (right) and R.L. Cavanagh, director of metallurgy at Ontario Research Foundation.

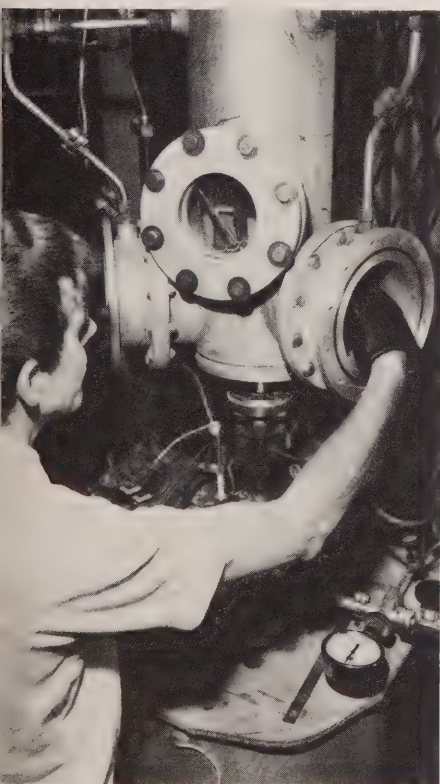
ENVIRONMENT

An independent authority on measurement and correction of pollution problems, Ontario Research has been involved in the examination and evaluation of air, water, noise and waste for both industry and government. Work continued on the development of the Canadian Water Energy Loop (CANWEL) for Central Mortgage and Housing Corporation. The total waste management system is now complete with the first commercial prototype manufactured in 1976. The system is scheduled for installation in an apartment building in 1977.

Industry and government continued to use Ontario Research experience in measuring pollutants in ambient air, workrooms and stacks. Occupational health surveys increased in 1976 due to greater public awareness of possible hazards. A broad survey of the exposure of coke-oven workers to gaseous and particulate emissions in the steel industry was conducted.

Major emission-measurement programs on such sources as incinerators, stationary and locomotive diesel engines, basic oxygen furnaces, blast furnaces, cement kilns and gas turbines were undertaken.

Odour surveys in 1976 related to the production of home insulation materials, the identification and monitoring of kraft mill odours and the relation of community odours to local industry emissions.



Operating molten salt electroplating apparatus for producing corrosion and abrasion resistant metal surfaces.

Trace organic and trace metal analytical labs produced work for food processors, oil companies, paper manufacturers, chemical manufacturers, government agencies, private labs and consulting groups.

Projects on sewage and effluent treatment continued with the completion of an efficient shipboard wastewater treatment system. Technical advances achieved under contracts with the Canadian and U.S. governments have led to a suggested method for performing asbestos analyses.

A number of projects supported by grant funds involved further research in new concepts for gaseous and particulate pollution control with further development work continuing in instrumentation for monitoring ambient levels of sulphur acid aerosol and reactive hydrocarbons.

MATERIALS

Durability, resilience, corrosion and properties control are just a few areas in which Ontario Research conducted materials research and development in 1976.

Highlights included development of performance standards for textiles used in hospitals along with an investigation of the feasibility of introducing more stringent flammability standards for institutional mattresses. Industrial services covered examinations of the fibre content of cigarette filters, the strength of automobile tow ropes, analysis of snowmobile drive belts and assessment of thermal properties of carpets.

Procedures were developed for fabrication of glass-to-metal seals for use in lithium batteries. Work was completed in development of high density alumina ceramics for armor applications by slip-casting and hot pressing techniques. A new fast processing ceramic formulation was successfully tested under plant trial conditions.

Major building activities included work in protective and decorative coatings, polymer development, adhesives, corrosion of metals, cement, composite materials, roofing maintenance and insulation.

A strong effort continued on biomaterials with mechanical testing of porous-coated orthopaedic implants and development of porous-coated implants for transcutaneous applications.

PRODUCTS AND PROCESSES

New or modified products or processes form a significant portion of technological output at Ontario Research each year.

During 1976, with use of expanded microprocessor techniques, an instrument which automatically measures the sedimentation rate in a series of blood

samples was designed, developed and completed for an Ontario hospital.

Other projects included a survey of processes and products in the removal of sulphur dioxide from flue gases, waterproofing techniques for concrete, and a survey of processes for the production of asbestos yarn.

Work in the area of production-machinery design involved the kinematic analysis and cam design of a paper-cup manufacturing machine. Stress and vibration analysis of transportation vehicles continued to provide much activity.

Further progress was made on metric conversion of the basic system for women's wearing apparel with completion of the Canada Standard sizing system for children's clothing. Assistance was also given to Canadian laundries in monitoring the efficiency of their washing process.

The Wetox® form of wet-air oxidation was developed to permit Canadian pulp and paper manufacturers, the packing industry and manufacturers of wood and composite-wood products to deal with a variety of waste problems.

Footwear activities were directed toward forecasting shoe performance, investigation of wear or manufacturing failures, and evaluation of construction components.

Another project was successful in developing a processing technique for re-use of mixed urban plastic wastes.

RESOURCES

Optimum use of Canada's natural resources and return of wastes to alternative industrial use is a goal continually pursued by Ontario Research.

During 1976, a methodology for the operation of a waste materials exchange in Canada to conserve valuable raw materials and save energy by reducing the processing of raw materials while avoiding environmental damage was developed.

In the realm of forest products, studies continued on papermaking properties of eastern Canadian species, and the potential uses of tropical hardwood. Research was also conducted into foliage as a source of animal feed and specialty chemicals.

Other activities concerned the evaluation of heat-treated asbestos, characterization of fibres, and reinforcing mechanisms involving asbestos fibre and cement. Some work was also undertaken in gypsum.

The most active area in metallurgy, again in 1976, was mineral processing where the major effort was on pilot scale autogeneous grinding and the beneficiation of tonnages of iron ore. Assistance continued to be provided to industry in powder metallurgy with emphasis on hot forging of parts.

Sheridan Park Research Community



The Sheridan Park Research Community is a unique, well landscaped, physically integrated 350-acre community of corporate research facilities in Mississauga, just west of Metropolitan Toronto.

It was founded in 1963 by the first four of the present fifteen corporations which had been looking for a prime location for their separate research and development facilities. They developed the concept of a campus-like environment for the mutual use of many organizations. Here, in one location, could be grouped different companies, all engaged in research and development, and all pursuing the technology of the future. Here, in one location, could be placed engineers, scientists, technologists and support administrative and maintenance people to perform under an atmosphere that combines the practical and commercial with the academic. With the best of resources and equipment, the community would form the nucleus for a major input for Canada's industrial and technological development.

Because the community and concept have been remarkably successful, the corporate population of Sheridan Park is steadily increasing as facilities are expanded. The research community has an association to organize and coordinate

activities and administer its facilities for the benefit of all corporate members.

The association, made up of member companies on a volunteer basis, ensures that major policies are carried out and that the criteria of "residency" within the park are met.

The policies, broadly, are to provide central core facilities for meetings, seminars, and continuing education; to enhance each member's advantages from participating in the association and in the community; and to liaise with government and universities in keeping abreast of the research and development aims being pursued at Sheridan Park.

Several committees, again staffed by member companies, function to organize ongoing activities.

The *Technical Coordinating Committee* arranges seminars, presents scientific films, and maintains a catalog of skills for cross-referencing of the resources found within the community. On October 6, 1977 this Committee will hold its fifth biennial symposium on "Occupational Health" at the Sheridan Park Association's Conference Centre. This symposium, although designed for professionals in the field of occupational health, will enhance greater public awareness of the initiative and

responsibility being shown by industry in eliminating hazards to workers and the environment.

The *Library and Information Sciences Committee* organizes library and literature services for member companies. It monitors and develops the on-line computer literature searching of scientific and engineering information from the Canadian Institute for Scientific and Technical Information in Ottawa and several other information retrieval sources providing access in total, to over 75 data bases.

The *Staff Relations Committee* provides for an exchange of information between member companies on administrative matters such as salaries and benefits for various levels of research personnel.

All of the above committee activities are also participated in by eleven associate member companies not resident within the park but with research and development facilities in nearby areas.

The remaining land is administered by the Ontario Development Corporation to be sold to research and development oriented corporations which meet the park criteria.

MEMBERS OF SHERIDAN PARK RESEARCH COMMUNITY

Abitibi Research Centre
Atomic Energy of Canada Ltd.
Canada Systems Group
Cominco Ltd.
Domglas Ltd./Ltée.
Dunlop Research Centre
GSW Research Centre
Gulf Oil Canada Ltd.
INCO Ltd.
Mallory Battery Co.
of Canada Ltd.
Ontario Development Corp.
Ontario Research Foundation
United Lands Corp. Ltd.
Warner-Lambert
Research Institute
Xerox Research Centre
of Canada Ltd.



Inventory of Growth / Business Activities



TRADE MISSIONS

During 1976, the Ontario trade mission program introduced 326 Ontario companies to international markets in 40 countries. The program consisted of 37 separate sales missions each involving 8-10 different companies. Initial sales estimated by participating firms totalled in excess of \$19 million.

PRODUCT PROSPECTING MISSIONS

During 1976, two product prospecting missions involving some 20 Ontario participants, visited England, France, Denmark and Switzerland to investigate 147 product opportunities.

INDUSTRY TECHNOLOGY MISSIONS

During 1976, nine industry development technology missions involving 61 Ontario participants visited England, Germany, Holland, Rumania, Sweden, Denmark and the United States with a view to acquiring new technologies applicable to their own products and processes.

INTERNATIONAL EXHIBITIONS

During 1976, 33 Ontario companies exhibited their products at three international events and reported estimated initial sales of \$2,106,500.

INCOMING DELEGATIONS AND BUYERS

During 1976, the Ministry received 18 foreign delegations (205 visitors) from: Hungary, Indonesia, Italy, Japan, Malaysia, Nigeria, Philippines, Saudi Arabia, Senegal, Sudan, United States and Yugoslavia. These delegations were brought into contact with over 400 Ontario business people for discussions relating to doing business with the countries involved.

Also last year, the Ministry brought 16 buyers and agents into the province. An additional 25 buyers were reported visiting on their own initiative. Buyers were sponsored from the following countries: Australia, Austria, Brazil, Cuba, Finland, Germany, India, Iran, Iraq, Ireland, Israel, Italy, Japan, Mexico, New Zealand, Nigeria, Pakistan, Paraguay, Sweden, United Kingdom and Venezuela.

CONFERENCES AND SEMINARS

To encourage more Ontario companies to begin exporting and/or enter new markets, the Ministry held four marketing seminars at Queen's Park, Toronto, during 1976. The seminars focused on:

Southeast Asia; North Africa and the Middle East; Atlantic/Maritime Provinces; and Western Canada.

A Wood-Waste Utilization Conference held in Thunder Bay, January 1976, attracted over 100 manufacturers.

An Energy Management and Steam Generation Seminar held in Brockville, March 1976 had an audience of 107 people.

At Queen's Park in April 1976, a Textile Flammability Seminar drew a crowd of 250 people.

Also in April 1976, the Ministry sponsored a symposium at the University of Guelph to discuss major efforts involved in developing fabricated foods. Over 100 delegates attended.

Last year the Ministry, in co-operation with the British Hydromechanics Research Association, sponsored an International Congress on Fluids in Control and Automation. Held at Ryerson Polytechnical Institute, Toronto, the April event attracted some 2,000 people.

Approximately 120 people attended a seminar on sanding technology for the furniture and wood products industries held during May 1976 in Kitchener.

The non-woven sector of the apparel industry assembled in June 1976 in Kingston to attend a seminar reviewing the future of the interlining market.

A September 1976 seminar in Burlington on low-cost automation attracted 33 industry people.

In October 1976, 150 people attending a seminar in Sarnia discussed petro-chemical opportunities.

A conference at the Sheridan Research Park Centre, Toronto, discussed energy conservation in the food processing and beverage industry. Some 115 people attended the December 1976 event.

PRODUCT INTRODUCTION DISPLAYS

The Ministry held seven product introduction displays in major metropolitan centers across Canada during 1976, resulting in sales of \$743,000.

WORKSHOPS AND MOD DAYS

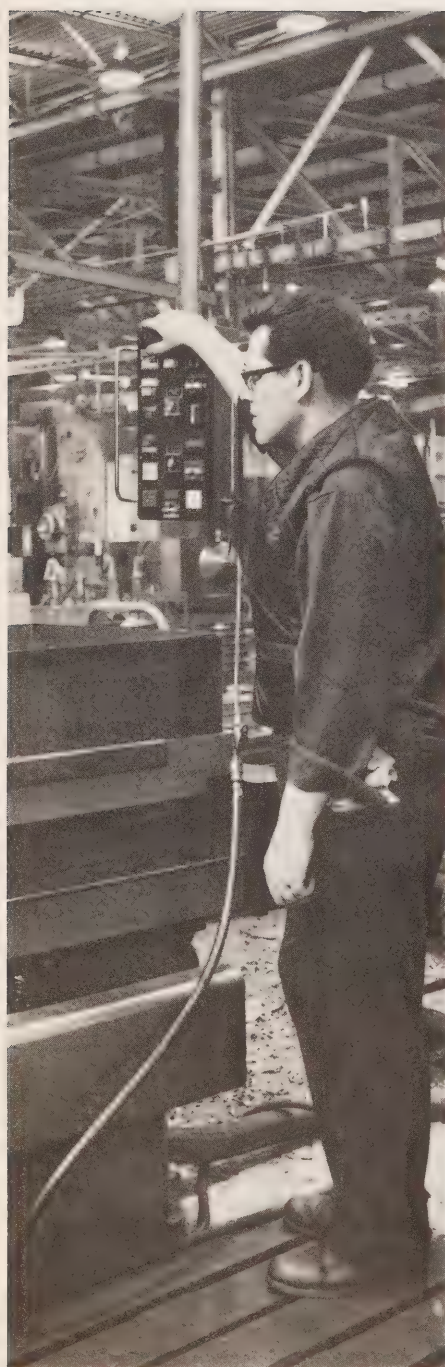
Last year, 14 small-business financial planning workshops were held throughout the province.

Also, nine Manufacturing Opportunity Days (MOD) programs were held in 12 Ontario communities, attended by 148 business people who reviewed 1,364 products available for manufacture.




**LICENSING AGREEMENTS,
JOINT VENTURES AND
BRANCH PLANTS
ESTABLISHED ABROAD
1976**

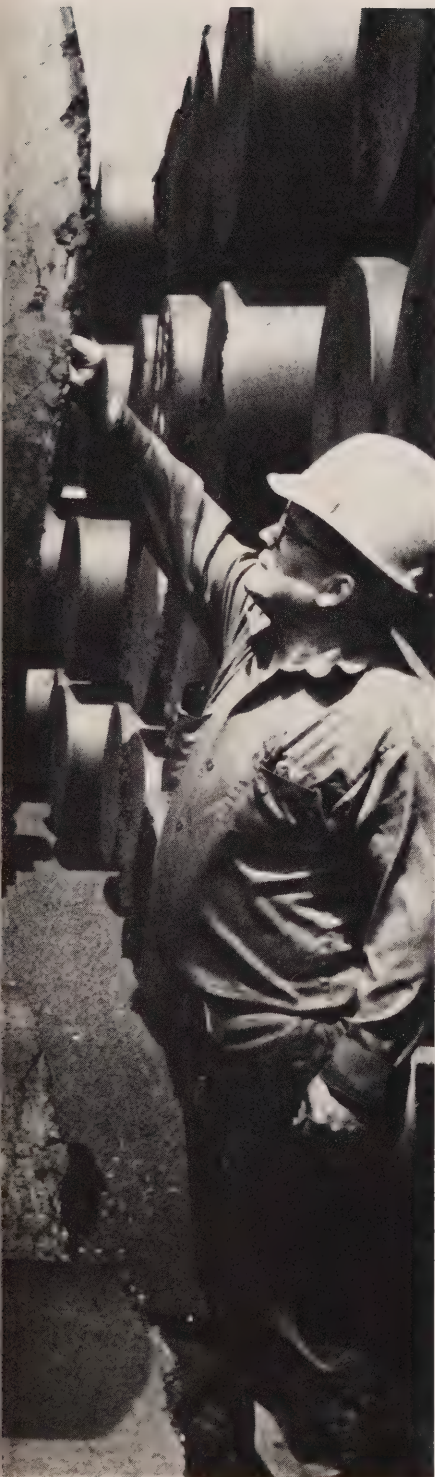
ONTARIO MANUFACTURER	FOREIGN COMPANY	PRODUCTS
Canadian Hanson Ltd. Toronto	Osmio SAICF Buenos Aires, Argentina	Metal cleaners.
Pro-Eco Ltd. Mississauga	Metform Engineering Ltd. Staffordshire, England	Metal slitting and roll forming.
Stanley A. Grant Ltd. Toronto	Grant Emblems Ltd. Edenbridge, England	Emblems.
United Fire Safety Co. Ltd. Mississauga	United Fire Safety Co. Ltd. Lancaster, N.Y.	Fire hoze nozzles.
Ray-Flo Products Ltd. Hamilton	Ray-Flo U.K. Ltd. Sheffield, England	Roll forming equipment.
Abacus Industrial Equip. Ltd. Oakville	Abacus-Hojel S.A. Mexico City, Mexico	Burners. Air Heater.
Proctor-Silex Industries Toronto	Proctor-Silex, Division of SCM West Bromich, England	Small electrical appliances.
Canada Printing Ink Co. Ltd. Islington	C.P.I. Dominicana S.A. Santo Domingo, Rep. Dom.	Printing inks.
Cubic Storage Systems, Division of Westeel-Rosco Ltd. Etobicoke	Bel Industries Ltd. Congleton, Cheshire England	Racks.
Advanced Automated Equipment Ltd. London	Advanced Automated Equipment BV. Helmond, Holland	Vibratory machinery.
Advanced Automated Equipment Ltd. London	Advanced Automated Equipment Basel, Switzerland	Vibratory machinery.
Grampian Marine Ltd. Oakville	Porter & Haylett Ltd. Norfolk, England	Sailing yachts.
New-Struc Hambro Int'l Ltd. Ottawa	Intradco Ltd. Haifa, Israel	Composite floor system.
Michael Shulman Assoc. Ltd. Toronto	Smith Mfg. Ltd. Auckland, New Zealand	Pallet wrapping system.
Cyanil Co. Ltd. Kitchener	Ajax Electric Co. Philadelphia, USA	Waste treatment process.
Can-Eng Mfg. Ltd. Niagara Falls	Degussa Wolfgang Germany	Special industrial machinery & plants.
Tridon Ltd. Burlington	Tridon Pty Ltd. Licombe, Australia	Windshield wipers, signal flashers.
Bate Chemical Co. Ltd. Toronto	Casa Chemicals Ltd. Consett, England	Latex thickeners.
ESI Engineering Services Toronto	Eteq Engenharia Sao Paulo, Brazil	Engineering services.
Wescom Canada Ltd. Georgetown	Wescom Telecommunica- tions Ltd. High Wycombe, England	Telecommunications equipment.




ONTARIO MANUFACTURER	FOREIGN COMPANY	PRODUCTS
Explosafe Division Vulcan Industrial Packaging Ltd. Rexdale	Explosafe America Inc. Irvine, Calif. USA	Anti-explosion systems.
Explosafe Division Vulcan Industrial Packaging Ltd. Rexdale	Explosafe International BV. Amsterdam, Netherlands	Anti-explosion systems.
Explosafe Division Vulcan Industrial Packaging Ltd. Rexdale	Explosafe International BV. Hong Kong	Anti-explosion systems.

	COMPANY	LOCATION	ORIGIN
NEW MANUFACTURING ESTABLISHMENTS 1976 The following 165 new manufacturing establishments were among the major firms entering secondary manufacturing in Ontario in 1976. These companies added 2,510,219 square feet to the province's manufacturing and industrial space with 3,362 new jobs being created. The expenditures for new buildings and equipment were estimated at \$108,911,000. To qualify as a new manufacturing establishment the companies listed must employ at least 10 persons, or occupy 5,000 square feet of manufacturing or assembly space, or have sales exceeding \$100,000 annually.	Aarchem Industries Ltd. Copper Sulphate	Guelph	Canada and United Kingdom
	Air-Care Ltd. Air blowers and heat recovery wheels	Smiths Falls	Canada
	Ajax Marble Products Ltd. Cultured marble vanity tops	Ajax	Canada
	Alcohol Countermeasure Systems Inc. "Alert" — electronic breathalyzer	Sarnia	Canada
	Alumitex Corp. Ltd. Coloured bubble windows and slider windows for recreational vehicles	Toronto	Canada
	Amphora Pottery Ltd. Ceramic pottery and dinnerware	Guelph	Canada
	Aqua-Tech Mfg. Ltd. Diamond drilling bits (thin wall concrete bits)	Mississauga	Canada
	Arc Tube Inc. Small diameter welded tubing for automotive use	Sault Ste. Marie	Canada
	Armet Industries Corp. Silicone seals for the automotive industry	Tillsonburg	West Germany
	Artfire Home Furnishings Ltd. Fireplaces, barbecues, ovens and accessories	Concord	Italy
	Atco Controls Ltd. Small electrical appliance thermostats	Smiths Falls	United States
	Attic Insulation Ltd. Cellulose insulation	Markham	Canada
	Bech Boats Ltd. Fibreglass boats	La Salle	Canada
	Beclawat (Ontario) Ltd. Windows and doors for transportation industry	Belleville	Canada

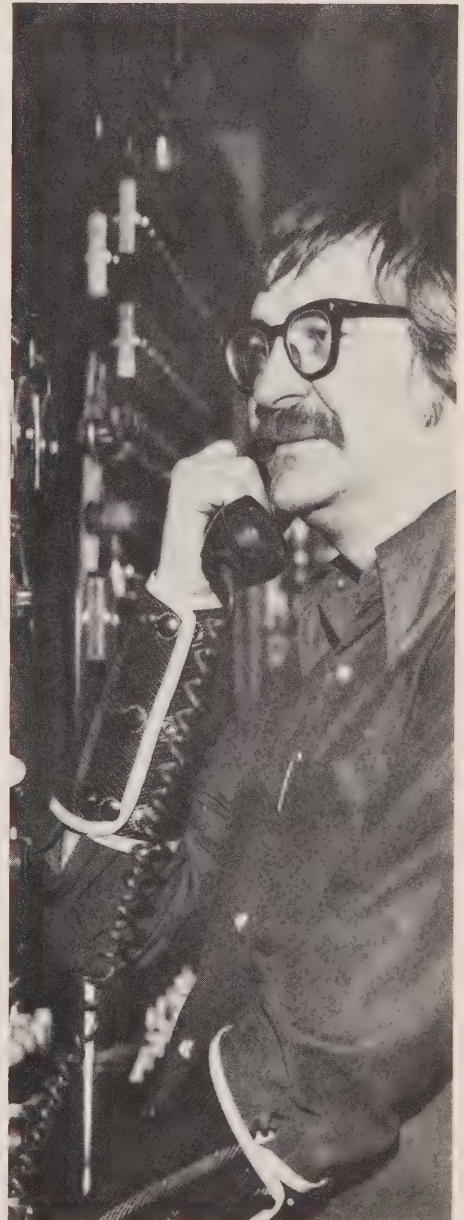
	COMPANY	LOCATION	ORIGIN
	Bird Packaging Ltd. Corrugated packaging	Guelph	Canada
	Bradford Frozen Foods Ltd. Processed frozen vegetables	West Gwillimbury Township (Bradford)	Canada
	Brantorp Canada Ltd. Upholstered furniture	Kingston	Sweden
	Brennan Woodcrafts Ltd. Wooden planters and wood products	Ottawa	Canada
	C-Mo Electronics Ltd. Recycled TV picture tubes	Belleville	Canada
	CAE Fiberglass Products Ltd. Fibreglass reinforced plastic products — gasoline storage tanks and pipelines	Guelph	Canada
	C B Mfg. Co. Luggage, sporting goods, canvas products and automotive seating	Tecumseh	Canada
	Cambridge Bedding Ltd. Mattresses, box springs and bedding accessories	Cambridge	Canada
	Cana Patio & Mirror Door Co. Sliding patio doors	Brampton	Canada
	Canada Culvert & Metal Products Ltd. Corrugated steel pipe for culverts	Vaughan (Maple)	Canada
	Canadian All-Plex Sign Industries Ltd.	Carleton Place	Canada
	Canadian Boilers Ltd. Coiled tube boilers	Mississauga	India
	Canadian Champion Die Co. Ltd. Boots, shoes and wooden clogs	Toronto	Canada
	Canadian Comfort Insulation Ltd. Cellulose fibre insulation	Putnam	Canada
	Canadian Digital Communications Limited Electronic communications equipment for use in ground stations for satellite networks	Mississauga	United States
	Canadian Feed Screws Mfg. Special feed screws for plastic manufacturing equipment	Toronto	Canada
	Canadiana Furniture Ltd. Pine furniture	Ottawa	Canada
	Candia Impex Inc. Processed frozen shrimps	Ajax	Canada and India
	Castelli Ceramics Ltd. Ceramic pottery and objects	Thunder Bay	Canada
	Cavalier Tool & Mfg. Ltd. Injection moulds and special tooling	Windsor	Canada



COMPANY	LOCATION	ORIGIN
Central States Can of Canada Ltd. Rip-off-type of aluminum cans	Toronto	United States
Cer-A-Met Mfg. Ltd. Precision castings of nickel alloy, stainless steel and cobalt base	Picton	Canada
Chapman's Grain Systems (317977 Ontario Limited) Grain handling equipment	Chatham	Canada
Chisco Mold Mfg. Ltd. Injection moulds	London	Canada
Cinkel Industries Ltd. Marine steering systems and components	Toronto	Canada
Claybelt Extrusion Inc. Plastic drainage tiles	Armstrong Township (Earlton)	Canada
Climate-Master, Division of Bow Valley Industries Ltd. Heavy duty heating, ventilating and air-conditioning units	Brampton	Canada
The Clorox Co. of Canada, Ltd. Sodium hypochlorite bleach	Brampton	United States
Communications Mfg. Co. (Canada) Ltd. Products and service for telephone industry (central office)	Toronto	United States
Con-Pak Kits and material for tire and tube patching	Thorold	Canada
Coront Foods Ltd. Italian foods	Sudbury	Canada
Crompton Parkinson Electrical Ltd. Industrial instruments	Mississauga	United Kingdom
Cuddy Food Products Ltd. Oven cooked turkey rolls	London	Canada
Cygnat Sporting Goods Ltd. Golf clubs	Ottawa	Canada
Produits Dalmen Products Ltee. Ltd. Wooden sashes and windows; patio and metal entrance doors	St. Isidore de Prescott	Canada
Tom Davis Equipment Rental and Sales Ltd. Fifth wheel trailers	Thorold	Canada
Delta Faucet of Canada Ltd. Single and two-handled washerless faucets	Bowmanville	Canada and United States
Deltaplast Machinery Ltd. Plastics extrusion equipment, and vacuum calibrators, cut-off saws and caterpillar haul offs.	Concord	Canada

	COMPANY	LOCATION	ORIGIN
	Desbro Cycle Industries Ltd. Bicycle spokes	Cornwall	Canada
	Devro Canada, Ltd. Collagen (sausage casing)	Markham	United States
	Dicon Systems Ltd. Smoke detectors for residential use	Toronto	Canada
	Domtar Construction Materials Ltd., Arborite Division Particleboard and cladboard — decorative panel	Huntsville	Canada
	Dry-Con Ltd. Rotary steam joints, syphons, gauges for paper mills; components for textile mills, refineries	Charlottenburgh Township (Summerstown Station)	Canada
	Dug 'N Rob Ltd. Sports wearing apparel and jeans	Cornwall	Canada
	Duratron Systems Ltd. Corrosion testing and control instruments and equipment	Toronto	Canada and United Kingdom
	Elegance Leathergoods Leather handbags; clutch purses	Toronto	Canada
	Elmira Stove Works Wood cookstoves	Elmira	Canada
	Equine Forgings Ltd. Standard-bred and thoroughbred horeshoes	Fort Erie	Canada
	Exotic Interiors Ltd. Household furniture	Renfrew	Canada
	F. & B. Clothing (Cornwall) Ltd. Men's garments	Cornwall	Canada
	Farrell-Buttery Industries Ltd. Tools and dies; general machining	Orangeville	Canada
	Flex-Heat Ltd. Electrically heated panels	Concord	Canada
	The Friendship Concept Wood products	Ottawa	Canada
	G. C. Furniture Mfg. Wood cabinets	Kapuskasing	Canada
	Gardette Ltd. Personal sanitary products	Port Colborne	Canada
	Garland Industrial Equipment Ltd. Battery maintenance equipment — battery fillers	Mississauga	Canada
	Greb Industries Ltd. Athletic footwear	Orangeville	Canada
	Greig-Power Co. Ltd. Electronic power control systems and welding equipment	Markham	Canada

COMPANY	LOCATION	ORIGIN
Gum-It-Products Co. Ltd. Exterior and interior wall coatings — cement additives	Mississauga	Canada
H & L Poles Ltd. Concrete poles for utilities and street lighting	Lakefield	Canada
Hammond Transformers Ltd. High volume electrical transformers	Walkerton	Canada
Harpet Mfg., Division of Van Ryswyck Bros. Ltd. Top silo unloaders	Ingersoll	Canada
Henro Custom Cabinets Kitchen cabinets	Earlton	Canada
Holson Canada, Ltd. Photograph albums	Toronto	United States and Canada
Home Technics Ltd. Lamps and shades, mirror frames and clock cases	Peterborough	West Germany
Hoover Stabling & Mfg. Co. Hog pens	Stratford	Canada
IKO Industries Ltd. Asphalt roofing products	Hawkesbury	Canada
Independent Security Products Ltd. Safety deposit boxes and chests; jail work, hollow metal doors	Mississauga	Canada
Insectronics International Inc. Electronic bug killer	Guelph Township (Guelph)	Canada
Interior Door Mfg. Ltd. Laminated (arborite) surfaced interior doors	Markham	Canada
Interpan Industries Inc. Interlocking panels for modular construction industry	Brampton	Canada
Jastec Plastics & Mold Ltd. Custom moulds and injection moulded products	Windsor	Canada
Jhirmack of Canada Ltd. Hair cosmetics for beauty salons	Kemptville	Canada
Kawartha Packaging Ltd. Corrugated paper boxes	Peterborough	Canada
Kuhn Plastic Bags Ltd. Shaped pliofilm bags to customers' specifications	Mississauga	Canada
Joseph Kun Violins and bows, and violin rests	Ottawa	Canada
Laidlaw Wire of Canada Ltd. Wire garment hangers, trouser guards and press pads	Mississauga	United States



New Manufacturing
Establishments



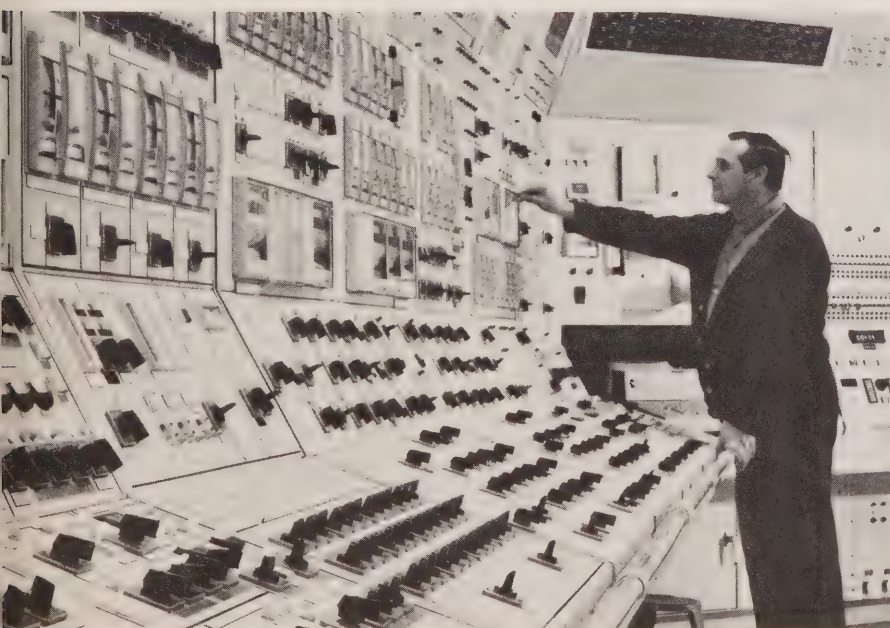
COMPANY	LOCATION	ORIGIN
Larch Fibreglass Products Ltd. Fibreglass sports canoe	McNab Township (Burnstown)	Canada
Levi Strauss of Canada, Inc. Jeans	Hamilton	United States
Life Leathercraft Leather products	Coe Hill	Canada
Lyric Furniture Ltd. Upholstered and cane chairs	Cornwall	Canada
MJR Fabricating Ltd. Metal fabrication	Sarnia	Canada
Mahogany House Ltd. Period furniture of solid mahogany	Toronto	Jamaica
Melo Polystyrenes Ltd. Styrofoam cups and containers	Ajax	Canada
Metal Flo Corp. Canada Ltd. Portable aluminum propane cylinders	Waterloo	Canada
The Robert Mitchell Co. Ltd., Douglas Brothers Division Carbon and stainless steel pipe assemblies for the pulp and paper and petrochemical industries	Cornwall	Canada
Modern Clay Artifacts Hand crafted ceramic giftware — planters, pots, lamp bases	Toronto	Canada
Russill H. Morin Products Ltd. Down-filled ski clothing	Toronto	Canada
Muskoka Steel Corp. Ltd. Hot rolled steel merchant bars	Carling Township (Parry Sound)	Canada
N & N Optical Ltd. Hard and soft contact lens	Mississauga	Canada
North American Wallpapers Ltd. Pre-pasted wallpaper	Brampton (Bramalea)	Canada
Northern Laboratories Inc. Toiletries	Mississauga	United States
Northern Meat Products Ltd. Delicatessen meats	North Bay	Canada
Northern New Radco Ltd. Automotive radiator cores	Hanmer	Canada
Ontario Power Automation Co. Ltd. Coil handling and feeding machines	Mississauga	Canada
Opiongo Graphics Brochures, flyers and posters	Sebastopol Township (Foymount)	Canada
Oxford Wood Mfg. Pallets and wooden boxes	Norwich	Canada
Pall (Canada) Ltd. Fluid clarification filters	Brockville	United States

COMPANY	LOCATION	ORIGIN
Pemco Steel Sales Division of Pembroke Salvage Co. Ltd. Fabricated steel products	Pembroke	Canada
Plan Hold Co. of Canada Vertical filing systems	Toronto	United States
Polytal Ltd. Hand-painted figurines, custom- made sports trophies and injection moulded products	Cornwall	Canada
Premier Fiber Therm Ltd. Cellulose insulation	Richmond Hill	Canada
William Prym Co. of Canada Ltd. Blister packaging of sewing aids and notions	Mississauga	United States
R & R Marketing Ltd. Fingernail shine kit	Toronto	Canada
Reed Paper Ltd., Mississauga Linerboard Mill Container board (from recycled material)	Mississauga	Canada
Reichhold Chemicals Ltd. Formaldehyde resins	Thunder Bay	Canada
Reptor Sporting Goods Co. Ltd. Hockey sticks	Oakville	Canada
Robinson Acoustics Ltd. Acoustic panels for industry and homes	Richmond Hill	Canada
H. Rogers Electronic Instruments Ltd. Industrial electrical panel metres and test equipment	Ajax	Canada
ROI Management & Materials Inc. Dental cabinetry	Mississauga	Canada
Rosita Shoe Co. Ladies and children's shoes and boots (sewing operation)	Alexandria	Canada
S R Metal Impregnation (Ontario) Ltd. Coating of metal parts with fluoropolymers	Sarnia	Canada
Sacan Industries Cold headed steel fasteners for automotive and agricultural industries	Mississauga	Canada
Sanex Chemicals Ltd. Chemicals and equipment for pest control	Mississauga	Canada
School Uniforms (Canada) Ltd. Athletic clothing for teen-agers — T-shirts, warm-up suits, shorts	Ingersoll	Canada
Sculptured Furniture Mfg. Ltd. Tables and other items from sculptured metal, glass and wood	Concord	Canada
Selene Furniture Mfg. Co. Contemporary furniture	Concord	Italy



	COMPANY	LOCATION	ORIGIN
<i>New Manufacturing Establishments</i>	Sheller-Globe of Canada Ltd., Superior Deseronto Division School buses	Deseronto	United States
	L. R. Shrum Inc. Moulds for steel industry	Huron Park	Canada
	Six Point Plastics Co. Custom thermoplastic injection moulding	Toronto	Canada
	Solar Coatings Ltd. Decorative protective coatings	Halton Hills (Acton)	Canada
	Stafford Woodwork (Northern) Ltd. Wood products and millwork	Sturgeon Falls	Canada
	Standard Pressure Pipe Co., Division of Standard Industries Ltd. Pre-stressed concrete pressure pipe	Whitchurch-Stouffville (Stouffville)	Canada
	Stearns and Foster Canada Ltd. Non-woven textile products	Trenton	United States
	Steel Cylinder Mfg. Ltd. High pressure gas steel cylinders	Tilbury	Canada
	Strong Abrasives Ltd. Industrial grinding wheels	Mississauga (Port Credit)	Canada
	Superior Marble & Fiberglass Ltd. Cultured marble products — vanity tops, wash basins	Port Perry	Canada
	Superior Metal Finishing Ltd. Chrome and zinc plating	London	Canada
	Superior Seats Ltd. Upholstered seats for recreational vehicles	Toronto	Canada
	Surprise Furniture Ltd. Bedroom and dining room Scandinavian type furniture	Pickering	Canada
	Tayco Office Screens Ltd. Free-standing office partitions	Toronto	Canada
	Tempmatic Mfg. Ltd. Gas-fired domestic heating furnaces	Toronto	Canada
	Thamesville Rigid Structural Foam and Plastics Ltd. Structural foam products	Thamesville	Canada
	Thunder Bay Northland Machinery Inc. Grain cleaners and fabrication of grain handling equipment; assembly of metal ductwork	Thunder Bay	Canada
	Thunderbrick Ltd. Bricks and tiles	Rosslyn (Thunder Bay)	West Germany
	Tidy Plastics Ltd. Plain plastic garbage bags	North Bay	Canada

COMPANY	LOCATION	ORIGIN
Timmins Engineered Homes Ltd. Pre-engineered modular homes	Timmins	Canada
Ti'Seco Ltd. Tire sealant compound	London	Canada
Topcraft Auto Products Ltd. Travel vehicle seating	St. Catharines	Canada
Unitech Mfg. Inc. Fuel tanks for small craft	Woodstock	Canada
United Fire Safety Co. Ltd. Polycarbonate fire nozzles	Mississauga	Canada United States
Upper Canadian Furniture Ltd. Early Canadiana pine furniture	Guelph	Canada
VMC Corp. (Canada), Ltd. Decorative brick and stone wall coverings	Seymour Township (Campbellford)	United States
Vandenberg Fixture Co. Inc. Specialized store fixtures	Mississauga	Canada
Victor Equipment Co. of Canada Ltd. Gas welding and cutting equipment	Cornwall	United States
Walser Furniture Ltd. Wooden furniture	Elora	Canada
Wannell Graphics Ltd. Custom printing of labels	Lindsay	Canada
Water-Eze Products Ltd. Indoor gardening supplies	London	Canada
Westlake Industries Inc. Grain dryers for corn, wheat and rice	St. Mary's	Canada
Winchester Drain Tile Ltd. Plastic drainage tile	Winchester	Canada
The Wooden Toy Co. Ltd. Wooden toys	Oshawa	Canada

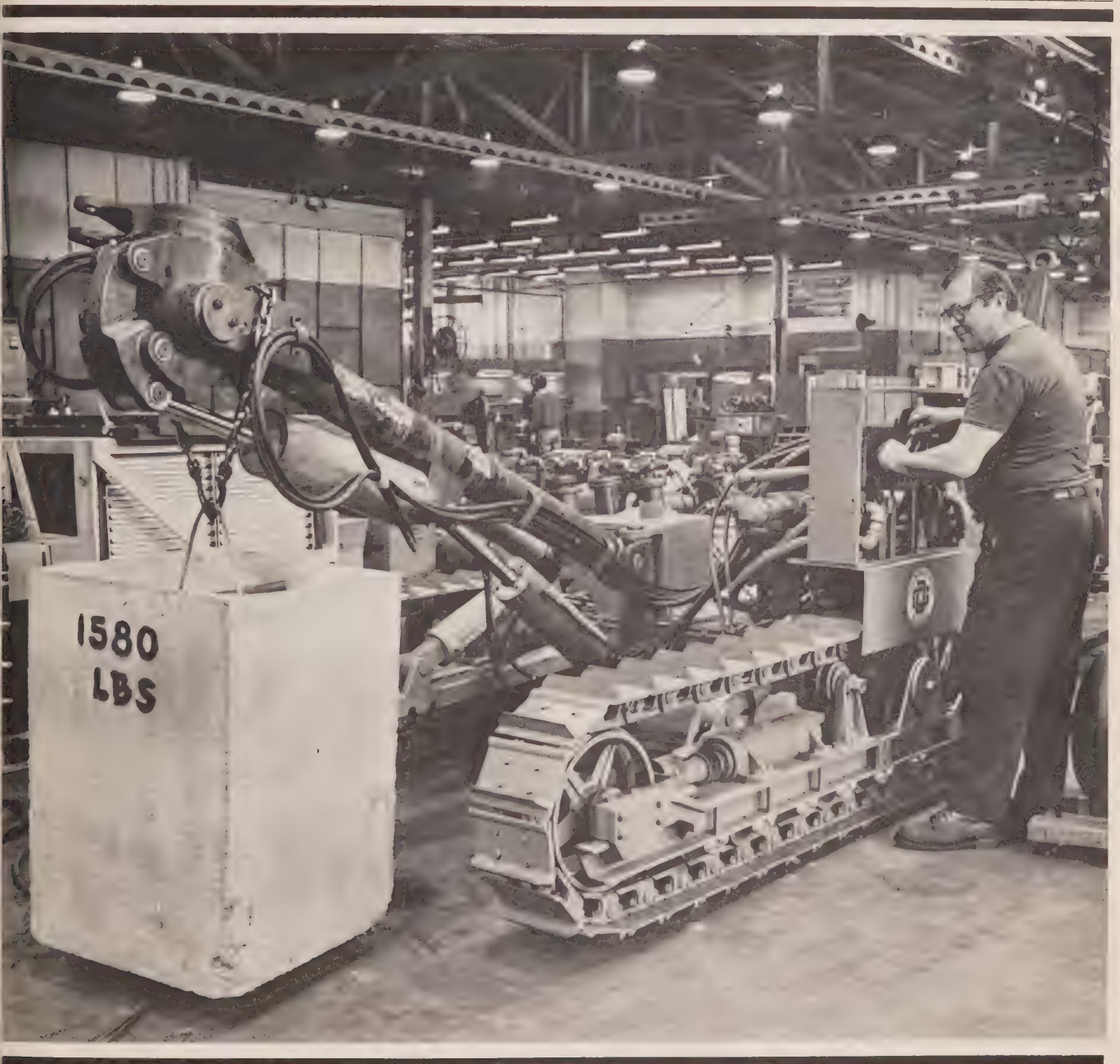


JOINT VENTURES 1976

Thirteen completed joint ventures were reported by Ontario manufacturers during 1976. The resulting companies, jointly owned by Ontario industrialists or financial interests and persons or companies from within or outside the province, add to the manufacturing base of Ontario.

COMPANY	LOCATION	PRINCIPALS	PRODUCTS
A.P.A. METAL INDUSTRIES LTD.	Thunder Bay	PIPE BENDERS INC. Duluth, Minnesota PAUL HAGEN & ASSOCIATES Thunder Bay, Ontario	Pipe fabrication.
CANADIAN WORSDALE CHEMICAL CO. LTD.	Guelph	WORSDALE CHEMICAL CO. LTD. England AARCHER INDUSTRIES LTD. Guelph, Ontario	Resins, printing inks.
CLEVELAND-CAE METAL ABRASIVE	Welland	CLEVELAND METAL ABRASIVE INC. Cleveland, Ohio CAE INDUSTRIES LTD. Montreal, Quebec	Abrasives for metal finishings.
FOMES (CANADA) INC.	Stoney Creek	MR. AGRI GHEZZI and MISS GINI GHEZZI Milan, Italy C. MARCELISSEN Stoney Creek, Ontario	PGM Corjet-1.
FLYGRID OF CANADA LTD.	Downsview	FLINTROL INC. (Gilbert International Division) Jonesboro, Arkansas AIR GUARD CONTROL OF CANADA LTD. Downsview, Ontario	Electric flying- insect traps.
INTERRAD/MOTE	Scarborough	INTERRAD CORP. OF CANADA LTD. Scarborough, Ontario R.F. MOTE LTD. Richmond Hill, Ontario	Finishing lines and equipment (powder coating & wet coating).
MAPLE LEAF MONARCH CO.	Windsor	MAPLE LEAF MILLS LTD. Toronto, Ontario LEVER BROTHERS LTD. Toronto, Ontario	Vegetable oils and high protein meal.
NESTLER CANADA LTD.	Scarborough	NESTLER GmbH. Lahr, West Germany J.W. STEVENSON CO. LTD. Scarborough, Ontario	Drafting machines and tables.
PORTABLE WELDERS CANADA LTD.	Mississauga	PORTABLE WELDERS LTD. Bicester, Oxam, England B.N. ELECTRONICS & ELECTRICAL SERVICES Mississauga, Ontario	Portable resistance welders.
SR METAL IMPREGNATION (ONTARIO) CO. LTD.	Sarnia	SR METAL IMPREGNATION CO. LTD. Edmonton, Alberta	Special coating for metal surfaces.

COMPANY	LOCATION	PRINCIPALS	PRODUCTS
		DELTA ENTERPRISES (SARNIA) LTD. Sarnia, Ontario	
UNION*GENERAL LTD.	Prescott	UNION CORP. Verona, Pennsylvania	Hot-rolled springs for railway cars.
		GENERAL SPRING CO. LTD. Prescott, Ontario	
UNIVERSAL FLAVOURS CANADA	Rexdale	UNIVERSAL FLAVOURS CORP. Indianapolis, Indiana	Food flavors.
		LIQUID CARBONIC CANADA LTD./LTEE. Rexdale, Ontario	
WEAR-COTE CANADA INC.	Burlington	WEAR COTE — INTERNATIONAL Rock Island, Illinois	Applying nickel phosphorus coating to moulds and patterns for wear resistance and release.
		AISCO INC. Burlington, Ontario	



MANUFACTURING ARRANGEMENTS 1976

LICENSEE	LICENSOR	PRODUCTS
RICHARD BRANCKER RESEARCH LTD. Ottawa	CANADIAN PATENTS AND DEVELOPMENT LTD. Ottawa	Bore Hole Locator
RICHARD BRANCKER RESEARCH LTD. Ottawa	CANADIAN PATENTS AND DEVELOPMENT LTD. Ottawa	Miniature Sound Level Meter
DOMINION ALUMINUM FABRICATING LTD. Mississauga	CANADIAN PATENTS AND DEVELOPMENT LTD. Ottawa	Lateral Load Transfer
DOMINION ALUMINUM FABRICATING LTD. Mississauga	CANADIAN PATENTS AND DEVELOPMENT LTD. Ottawa	Vertical Load Transfer
DOMINION ALUMINUM FABRICATING LTD. Mississauga	CANADIAN PATENTS AND DEVELOPMENT LTD. Ottawa	Constant Tension Haul-down
DOMINION ALUMINUM FABRICATING LTD. Mississauga	CANADIAN PATENTS AND DEVELOPMENT LTD. Ottawa	Hydraulic Firing
DOMINION ALUMINUM FABRICATING LTD. Mississauga	CANADIAN PATENTS AND DEVELOPMENT LTD. Ottawa	Clutch Arrangement
DOMINION ALUMINUM FABRICATING LTD. Mississauga	CANADIAN PATENTS AND DEVELOPMENT LTD. Ottawa	Dolly System and Transfer Carriage
DOMINION ALUMINUM FABRICATING LTD. Mississauga	CANADIAN PATENTS AND DEVELOPMENT LTD. Ottawa	Probe Installation
DOMINION ALUMINUM FABRICATING LTD. Mississauga	CANADIAN PATENTS AND DEVELOPMENT LTD. Ottawa	Helicopter Rapid Securing Device
GOODWOOD DATA SYSTEMS LTD. Carleton Place	CANADIAN PATENTS AND DEVELOPMENT LTD. Ottawa	Apparatus for Measuring Engine Cylinder Pressure
GOODWOOD DATA SYSTEMS LTD. Carleton Place	CANADIAN PATENTS AND DEVELOPMENT LTD. Ottawa	Transducer for Fuel Injection Monitoring
MEGATRONIX LTD. Weston	CANADIAN PATENTS AND DEVELOPMENT LTD. Ottawa	Tensioning Device for Use with Fragile Ribbed Materials
SPERRY RAND CANADA LTD. Ottawa	CANADIAN PATENTS AND DEVELOPMENT LTD. Ottawa	"Gyro Stabilized Horizontal Bar II"
A.B.S. MACHINING LTD. Mississauga	D'ANGELO SPA Milan, Italy	Wire Making Machinery
A.C.D. STEEL INDUSTRIES LTD. Windsor	CAJUN MFG. CO. INC. Metairie, Louisiana	Crossover Cable
A.C.D. STEEL INDUSTRIES LTD. Windsor	HELIN-NOBLE INC. Michigan	Miniature Camera
A.C.D. STEEL INDUSTRIES LTD. Windsor	HOMEGUARD CONTROL INC. Detroit, Michigan	Sliding Door Lock— Distribution Canada
AHA MFG. CO. LTD. Mississauga	ANDY HOTTON ASSOCIATES INC. Belleville, Michigan	Limousines
AJAX MAGNETHERMIC CANADA LTD. Ajax	AJAX MAGNETHERMIC CORP. Warren, Ohio	Specialists in the design and manufacture of induction heating and melting equipment
ALCAST INDUSTRIES London	SELYOAK DIECASTING LTD. Worcester, England	Cast Aluminum Furniture Gas Bar-B-Ques
ALCOHOL COUNTERMEASURE SYSTEMS INC. Sarnia	BORG WARNER CORP. Schaumburg, Illinois	Breath Alcohol Analyzer

LICENSEE	LICENSOR	PRODUCTS
ALLEN BOAT CO. Crystal Beach	C & C YACHTS LTD. Niagara-On-The-Lake, Ontario	"Shark" — 24 ft. Sail Boat
ANCHOR METAL FORMING LTD. St. Catharines	BYRNE & DAVIDSON (OVERSEAS) PTY. LTD. Revesby, New South Wales Australia	Roller Shutter Doors (Domestic and Industrial Types)
AUTOMATED BUSINESS FORMS LTD. Rexdale	BASH, MR. D'ORLE G. Highlands, North Carolina	Printed Business Forms (Patented)
BARTON-EARLE INDUSTRIES LTD. Toronto	CEE DEE INC. Diaz (Newport), Arkansas	Gas Buggy (Portable Gasoline Transfer with Drain & Fill Pump)
BATE CHEMICAL CO. LTD. Don Mills	UNION OIL CO. OF CALIFORNIA Los Angeles, California	Paint Emulsions
BAYLY ENGINEERING LTD. Ajax	A.E.G. TELEFUNKEN Frankfurt, West Germany	Computerized Mail Sorting Equipment to Separate Large Envelopes into Bins
BECH BOAT LTD. La Salle	RANDERSHOLM LTD. Denmark	Weighted Anchor Rope
CANADIAN FURNITURE LTD. Ottawa	PRO-CONFEDERATION FURNITURE LTD.	Pine Furniture Reproductions
FLEXSTEEL INDUSTRIES (CANADA) DIVISION CANTROL LTD. Markham	SHELBY WILLIAMS INDUSTRIES INC. Chicago, Illinois	Contract Seating
CEREHEAT INDUSTRIES LTD. Port Robinson	BELLFIRES Hapert, The Netherlands	Fireplace Systems
CETA LTD. Fort Erie	TECHNOVATE INC. Pompano Beach, Florida	Electronical Educational Systems
CHAMPION SOLAR SYSTEMS Concord	SOLAR DIVISION CHAMPION HOME BUILDERS Concord, Ontario	Self Contained Solar Furnace
CHEMLAB LTD. Mississauga	SCOTCH MFG. CO. INC. Dallas, Texas	Instant Plumber
DENNIX CO. LTD. Windsor	TELEVOX A/S Sollesled Lolland, Denmark	Plastic Lady Bug Speaker
DO-TAN TOOL AND GAUGE LTD. Dundas	POWER VAC ENGINEERING LTD. Glasgow, Scotland	Vacuum Lifting and Handling System
DYNALOC LTD. Windsor	3M CANADA LTD. London, Ontario	Epoxy Coating for Threaded Fasteners
ENGINEERED REINFORCED PLASTICS LTD. Weston	FIBERGLASS PRODUCTS OF AMERICA, INC. Brielle, New Jersey	FRP Valve
FROLIC TOYS LTD. Downsview	EMPIRE OF CAROLINA INC. New York, New York	Ridems, Games, Guns
FROLIC TOYS LTD. Downsview	HELM TOY CORP. New York, New York	Western Toy Figures
FROLIC TOYS LTD. Downsview	PEORIA PLASTIC CO. Peoria, Illinois	Plastic Easter Eggs & Baskets
GERRARD-OVERSTRAPPING LTD. Hamilton	MUNCHER CORP. St. Cloud, Minnesota	Baling Machine
GOZLAN BROTHERS LTD. Toronto	C.N. TOWER LTD. Toronto	Jewellery
GOZLAN BROTHERS LTD. Toronto	PIERRE CARDIN c/o S.A.R.L. de Gestion Pierre Cardin Paris, France	High Fashion Costume Jewellery
GOZLAN BROTHERS LTD. Toronto	PASCAL MORABITO Paris, France	High Fashion Lucite Jewellery
GOZLAN BROTHERS LTD. Toronto	PASCAL MORABITO Paris, France	High Fashion Watches
HARRIS & MORTON LTD. London	MOHAWK INDUSTRIES INC. Adams, Massachusetts	Wood Burning Stove

LICENSEE	LICENSOR	PRODUCTS
IRVING STEEL LTD. Cambridge	ATLAS INDUSTRIAL MFG. CO. Elizabeth, New Jersey	Tube and Shell Type Heat Exchangers
IRVING STEEL LTD. Cambridge	HOFFMAN ENGINEERING INC. Pittsburgh, Pennsylvania	Air Cooled Heat Exchangers
JET CONCRETE PUMP MFG. LTD. Concord	J.I. CASE CORP. Racine, Wisconsin	"Jetcrete" — Concrete Pump
JETFLOAT LTD. Toronto	LPA-LIZENZERWERTUNGS UND HANDELSGESELLSCHAFT MBH Mattsee, Austria	Dock Elements (Blow-Moulded Polyethylene)
KAUFMAN FURNITURE LTD. Collingwood	POLARDESIGN, INC. Finland	Upholstered Furniture (Wood & Urethane, Leather)
KING INDUSTRIES Windsor	FREDERICK- WILLYS INC. Farmington, Minnesota	Pool Tables
KOMLINE-SANDERSON LTD. Brampton	MULL-ABWASSER TRANSPORTANLAGEN GMBH Elversberg, Germany	Unimat Belt Filter Press
KOMLINE-SANDERSON LTD. Brampton	PIERSON & CO. MANCHESTER LTD. Wellingborough, England	"ADTEC" Filter
LINDBERG-TEMPRESS Bramalea	KGYV METALLURGICAL ENGINEERING CORP. Budapest, Hungary	Arc Furnaces (electric for steel production)
LONDON CONCRETE MACHINERY CO. London	AKTIEBOLAGET BEWAG Malm, Sweden	Vacuum Dewatering Equipment
MALCAN INDUSTRIES LTD. Toronto	WEAVER PRODUCT DIVISION Paris, Kentucky	Automotive Hydraulic Lifts
MICROFILM RECORDING CO. LTD. Rexdale	WASHINGTON SCIENTIFIC INDUSTRIES Long Lake, Minnesota	Portable Microfiche Readers
MINING MACHINERY & EQUIPMENT LTD. North Bay	ASEA A.B. Vaesteras, Sweden	"OK" Side Bottom Dump Ore Cars
NEWMAN STRUCTURAL STEEL LTD. Welland	MACCHINARI EDELZIA PREFABRICATO S.A.S. Undine, Italy	Reinforcing Steel Bending Machine
ORNA-METAL STAMPINGS CO. LTD. Markham	LESLIE LOCKE DIVISION, QUESTOR CORP. Akron, Ohio	Wrought Iron Railways (Do-It-Yourself Models)
PARKER BROTHERS, DIVISION OF GENERAL MILLS CANADA LTD. Concord	AUD-VID CORP. (Un-Game Division) Anaheim, California	Game (The Un-Game)
PARKER BROTHERS DIVISION OF GENERAL MILLS CANADA LTD. Concord	BURNS, MR. ROBERT L. Westport, Connecticut	Two Games (Cover U) (Great Turtle Race)
PARKER BROTHERS DIVISION OF GENERAL MILLS CANADA LTD. Concord	TOMY CORP. Long Beach, California	Total Line of Toys
P.C.L. PACKAGING LTD. Oakville	BETTER CONTAINER MFG. CO. INC. Hillside, Illinois	Plastic Bag
PEM ALL FIRE EXTINGUISHER CORP. INC. Sault Ste. Marie	PEM ALL FIRE EXTINGUISHER CORP. Cranford, New Jersey	Fire Extinguishers (Dry Chemical Type)
POLYFIBER LTD. Renfrew	A.P.A. FOAM PRODUCTS LTD. Glenrothes, Scotland	Phenolic Resin Foam for Sandwich Panel Const.
QUEST ENTERPRISE, DIVISION OF THE OUMA CORP. Ancaster	KOCHAUF, MR. JOSEF Vienna, Austria	"THERMO STAR" — (teflon cover for domestic irons)
SHELDON AND BOWMAN INC. Scarborough	H.D. LEE CO. Illinois	Men's Belts
SHERIDAN METAL PRODUCTS LTD. Mississauga	W. P. HICKMAN CO. Asheville, South Carolina	Aluminum Construction Products (Coping and Facia Systems)

LICENSEE	LICENSOR	PRODUCTS
SOLAR COATINGS LTD. Halton Hills	TEX COTE OF AMERICA INC. Los Angeles, California	Decorative and Protective Coatings
STOUFFVILLE MACHINE & TOOL WORKS LTD. Whitfield	AKRON STANDARD DIVISION EAGLE-PICHER INDUSTRIES INC. Cincinnati, Ohio	Rubber Processing Machinery Tire Building Drums
SUN TEMP SOLAR SYSTEMS LTD. London	LOWES INC. Bradenton, Florida	Solar Energy Panels
TILLOTSON PLASTICS INDUSTRIES LTD. Weston	FOSTER-GRANT INC. Leominster, Massachusetts	Multi-Orificed Cellular Extrusion
TIROCH ENTERPRISES LTD. Brampton	TIP TOP RUBBER PRODUCTS LTD. Toronto	Rubber and Sprayable Polyurethane and Cold Castable Polyurethane
TORONTO COPPERSMITHING INTERNATIONAL LTD. Scarborough	STOCKDALE ENGINEERING LTD. Cheshire, England	Vacuum Filters & Associated Equipment
TORONTO COPPERSMITHING INTERNATIONAL LTD. Scarborough	UNITED STATES FILTER CORP. Whittier, California	Filters
TREIS INDUSTRIES LTD. Markham	THORN LIGHTING CANADA LTD. Mississauga, Ontario	Specialized Lighting Fixtures
TURNCO CORP. Blenheim	SUPERIOR FARM EQUIPMENT LTD. Melksham, Wilts., England	Sabre Chisel Plow & Related Products
WALTEC INDUSTRIES LTD. Wallaceburg	ELIE P. AGHNIDES New York, New York	Water Aerotators
WELDFLOW METAL PRODUCTS LTD. Weston	SELFOLK SYSTEMS Onehunga, Auckland, New Zealand	Domestic and Commercial Shelving
WOODBIDGE MOULDED PRODUCTS LTD. Downsview	PRESSMAN CORP. New York, New York	Plastic Educational Toys
WOODOOR LTD. Newmarket	PILKINGTON BROTHERS (CANADA) LTD. Toronto	"Chemfil" (Fibre Reinforced Cement)



PLANT EXPANSIONS 1976

The following 233 companies reported expansions in 1976, totalling 5,808,994 sq. ft., involving \$409,673,763 capital expenditure and adding 6,428 employees.

ABBOTT, TOWNSEND & WILSON,
Manitoulin Island

ABEX INDUSTRIES LTD. DOMINION
BRAKE SHOE DIVISION, Niagara Falls

ACCURCAST DIE CASTING LTD.,
Wallaceburg

ACME ELECTRIC (PORT HOPE) LTD.,
Port Hope

AIR PRODUCTS AND CHEMICALS
(CANADA) LTD., Brampton

ALCAN WIRE AND CABLE, Bracebridge

ALCON LABORATORIES LTD.,
Mississauga

ALL TYPE METAL STAMPINGS LTD.,
Stoney Creek

AMBER STAIRWAYS INC.,
St. Catharines

AMEROCK LTD., Meaford

ANDREW ANTENNA CO. LTD., Whitby

GEORGE ANGUS (CANADA) LTD.,
Toronto



ARCHER FARM SALES & SERVICE,
Clinton

ARCONAS CORP., Mississauga

ARTCRAFT ENGRAVERS LTD., London

ASHER MFG. LTD., Chatham

ASHFLASH-CANADA LTD.,
Niagara Falls

ASTRA CHEMICALS LTD., Mississauga

ATLANTIC PACKAGING PRODUCTS
LTD., Scarborough

BMV MFG. CO. LTD., Milverton

BABCOCK & WILCOX CANADA LTD.,
Cambridge

BALDERSON CHEESE LTD., Balderson

BASCO STEEL PRODUCTS LTD.,
Valley East

THE BAXTER CANNING CO. LTD.,
Bloomfield

BEAM BUILDING AND SUPPLY CO.
LTD., Port Colborne

BENDIX HEAVY VEHICLE SYSTEMS
LTD., London

BERNARD MOULD LTD., Windsor

BERNARDIN OF CANADA LTD., Toronto

BINKLEY APPLES LTD., Thornbury

BORDER CITY TIRE-BANDAG
DIVISION, Windsor

BRIMAC ANODIZING LTD., Etobicoke

BURLINGTON STEEL, DIVISION OF
SLATER STEEL INDUSTRIES LTD.,
Hamilton

CAMPBELL SOUP CO. LTD., North York

CANADA COLONY INC., Campbellford

CANADIAN CONTROLLERS LTD.,
Scarborough

CANADIAN FINE COLOUR CO. LTD.,
London

CANADIAN FRAM LTD., Chatham

CANADIAN INDUSTRIES LTD.,
Brampton, Burlington, Cornwall,
Courtright, Etobicoke, London, North
Bay, Stoney Creek, Toronto, York

CANADIAN WIRE BRUSH CO. DIVISION
SWEEPCO INDUSTRIES INC., Barrie

CANAM TOOLS (WINDSOR) LTD.,
Windsor

CANUSA-HUNTSVILLE TIMBER
PRODUCTS, Huntsville

CAPITOL RECORDS-E M I OF CANADA
LTD., Malton

CARTER PRODUCTS, Mississauga

CARVERN INTERNATIONAL
INDUSTRIES LTD., Fort Erie

CATERPILLAR OF CANADA LTD.,
Mississauga

NORMAN CHAMPION TOOL & DIE CO.
LTD., London

CHRYSLER CANADA LTD., Windsor

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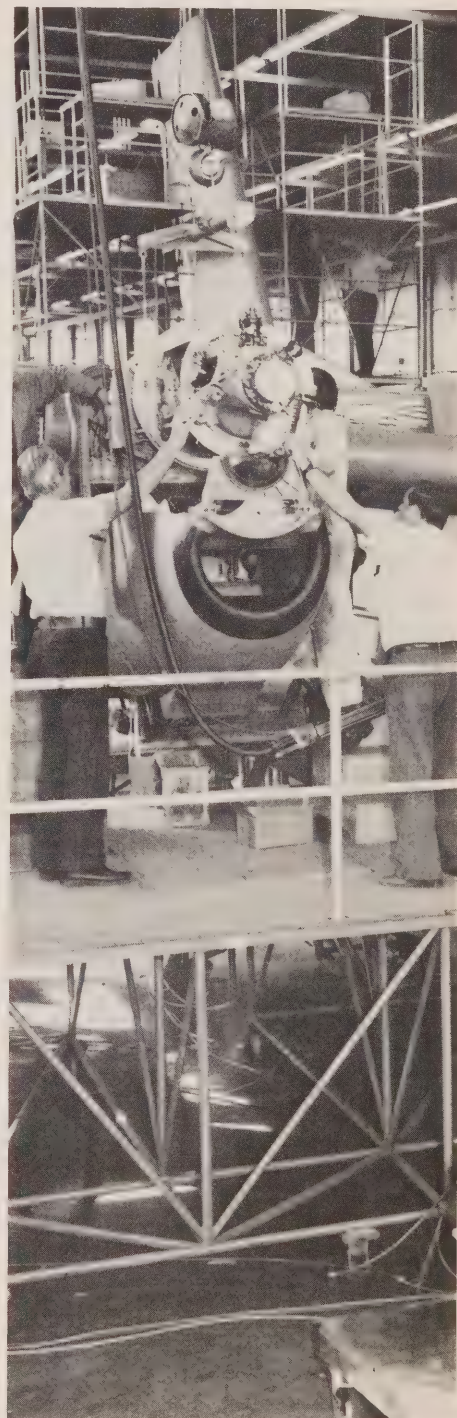
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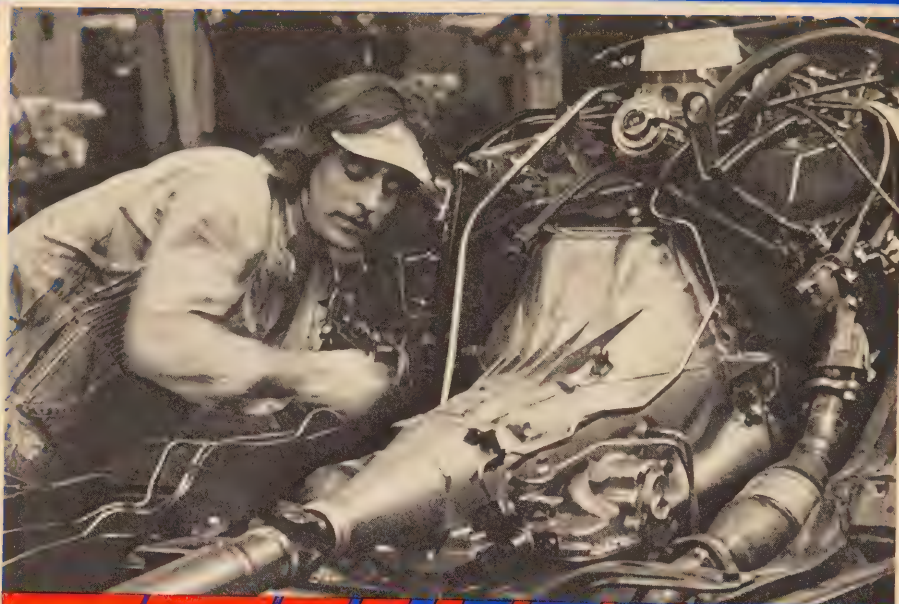




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Ontario
Canada



Ministry of
Industry and
Tourism

Claude Bennett
Minister

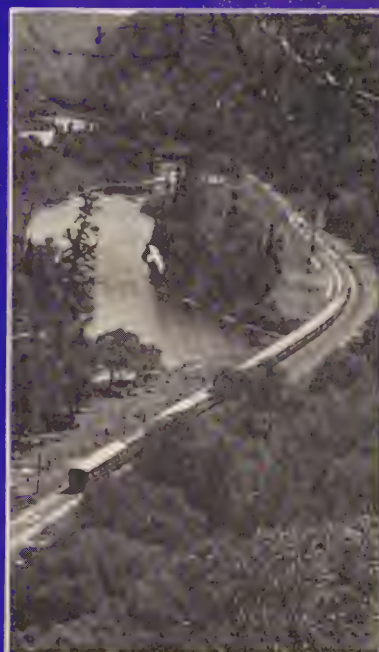
James Fleck
Deputy Minister



Ontario
Canada

Ontario Review 1977/78

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General information enquiries into the
Ministry of Industry and Tourism
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(416) 965-1586

Minister's Message

It was a great pleasure for me to have been appointed to the Ontario Ministry of Industry and Tourism this past January. The challenges offered in working towards full economic recovery are invigorating. I look forward to these next few years with the expectation that Ontario will achieve that goal.

To begin with, the economic prospects of 1978 and 1979 appear favorable.

I believe Ontario is definitely on a recovery path.

It is anticipated that this year Ontario will outperform the nation as a whole and achieve an output growth of slightly more than 4%.

As investment is one of the essential ingredients in providing jobs and improving the productivity of our industries, the outlook that such investment in Ontario may expand by about two per cent in real terms, compared with no increase at all last year, is encouraging.

A major factor influencing the flow of funds for this is, however, the health of the economy itself. A country growing at a healthy pace needs to expand industrial capacity and a healthy economy in turn guarantees savings and more investment to finance expansion.

Ontario, of course, is among Canada's leading economic regions. Its gross provincial product is about \$77.3 billion, accounting for 41% of Canada's gross national product and 39% of its total personal income.

Further, as the industrial heartland of Canada, Ontario produces 50% of the nation's manufacturing shipments, and, while responsible for 43% of total Canadian exports, it accounts for 83% of Canada's exports of fully manufactured goods.

To grow and retain its leadership role within Canada, Ontario is directing its top priorities towards reducing inflation, improving the climate for productive private sector investment, economic efficiency and growth as well as increasing its international competitiveness.

This means encouragement of growth and investment in our most productive sectors. To accomplish this, resources for the private sector must be freed and we must continue to reduce inflationary forces that frighten off creative investment.

In moving to strengthen further Ontario's industrial structure, our involvement in the search for solutions has included consultation with the federal government on the Geneva

negotiations on the General Agreement on Tariffs and Trade.

It is recognized that certain sectors of our economy will benefit from freer and fairer trade, but we are concerned about the likelihood of real reciprocity being achieved.

We must, therefore, ensure that industries based in Ontario are given adequate protection through the period of adjustment and possible rationalization in the years immediately ahead.

In the past year Ontario's production sectors benefitted from economic expansion taking place in the United States, Alberta and British Columbia. Ontario's export performance

was quite good, expanding by 21.7% from 1976 to a total of \$19.05 billion. This expansion was largely a result of increased exports of fully manufactured goods to such U.S. manufacturing industries as paper, food and beverages, and motor vehicles. Those industries related to the U.S. construction sector also benefitted from increased U.S. demand.

On the tourism side, our concern remains with developing ways to overcome the current \$2 billion national deficit. For Ontario, our main marketing and advertising efforts are being directed to the United States and to those world markets which show the greatest potential for increasing travel to Ontario—primarily Britain, Germany and Japan.

Our promotional efforts in those markets have received a healthy \$3 million boost which is being expended mainly through top quality magazines, newspapers, radio and television. I am also very hopeful that the devalued Canadian dollar, coupled with Ontario's suspension of the seven per cent tax on accommodation, will greatly encourage a renewed interest in Ontario as a tourism destination.

Tourism is the second largest revenue producing sector in Ontario's economy. We can expect to see considerable benefits from

these changes, specifically in new employment opportunities, construction and improvements to existing facilities. I expect the beneficial effects will be felt most strongly by the restaurant industry and the retail trades.

Overall, Ontario's economic outlook is encouraging. However, it will require continued restraint within the public sector along with creative initiatives on the part of the private sectors to achieve the goals both share as we move towards the 1980s.



Honourable John R. Rhodes, Minister



Ministry Organization Chart

The Ministry of Industry and Tourism encourages and catalyzes development and growth of business, manufacturing and tourism in Ontario.

This is done via Ministry field offices that are strategically located throughout the province and in major markets around the world—offices that maintain continuous dialogue with individuals, companies and industry associations.

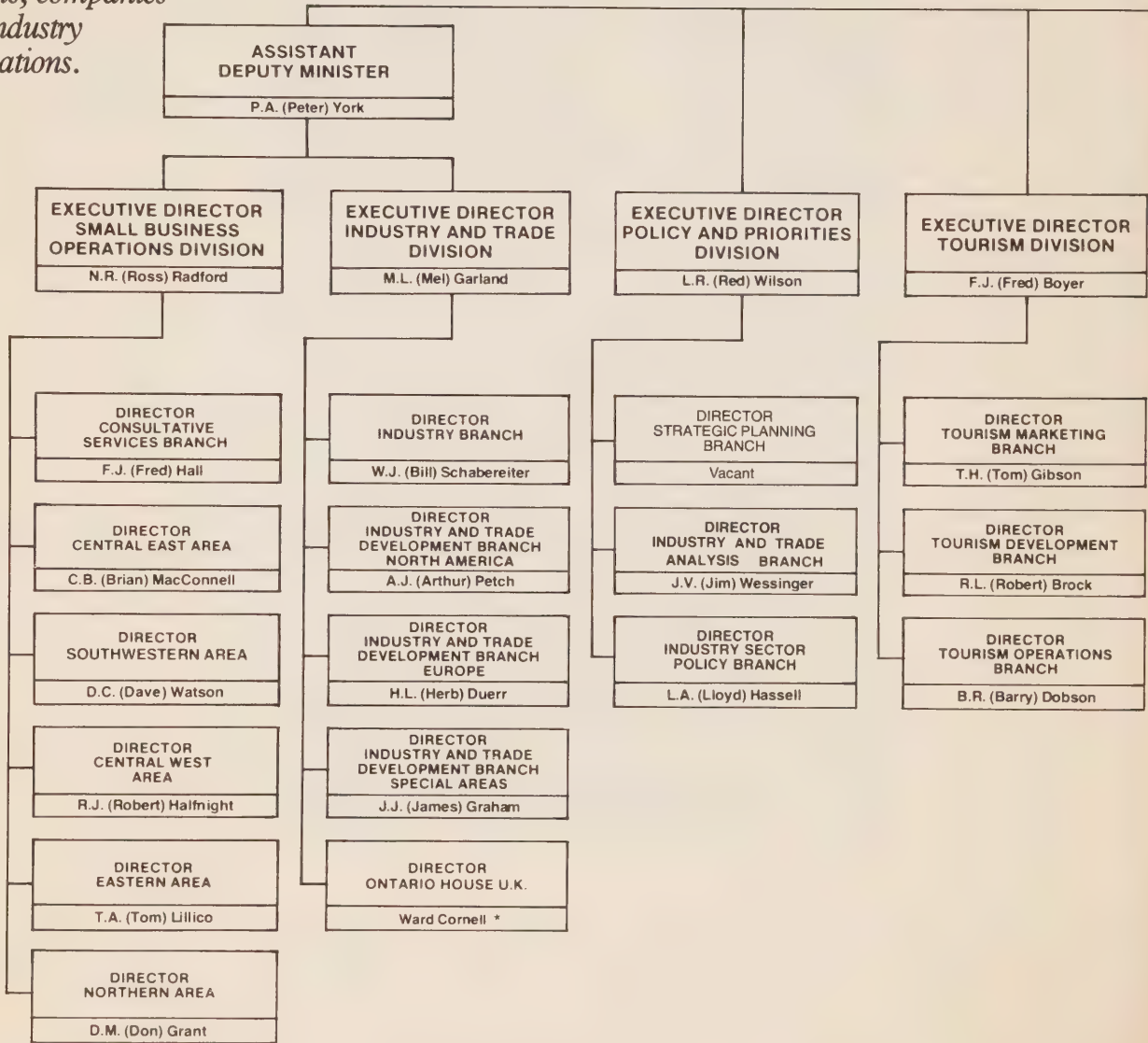
Six Major Divisions

Industry and Trade, Tourism, Small Business Operations, Policy and Priorities, Communications, Administration.

Three Development Corporations—Ontario Development Corporation, Northern Ontario Development Corporation and Eastern Development Corporation—provide financial and advisory services to business in order to stimulate industrial growth, economic development and employment opportunities.

Ministry Goals

- Encourage economic growth and wealth creation.
- Assist in removing impediments to growth and development of free business enterprise.
- Be an objective advocate representing the views of industry and commerce in the Ontario government.

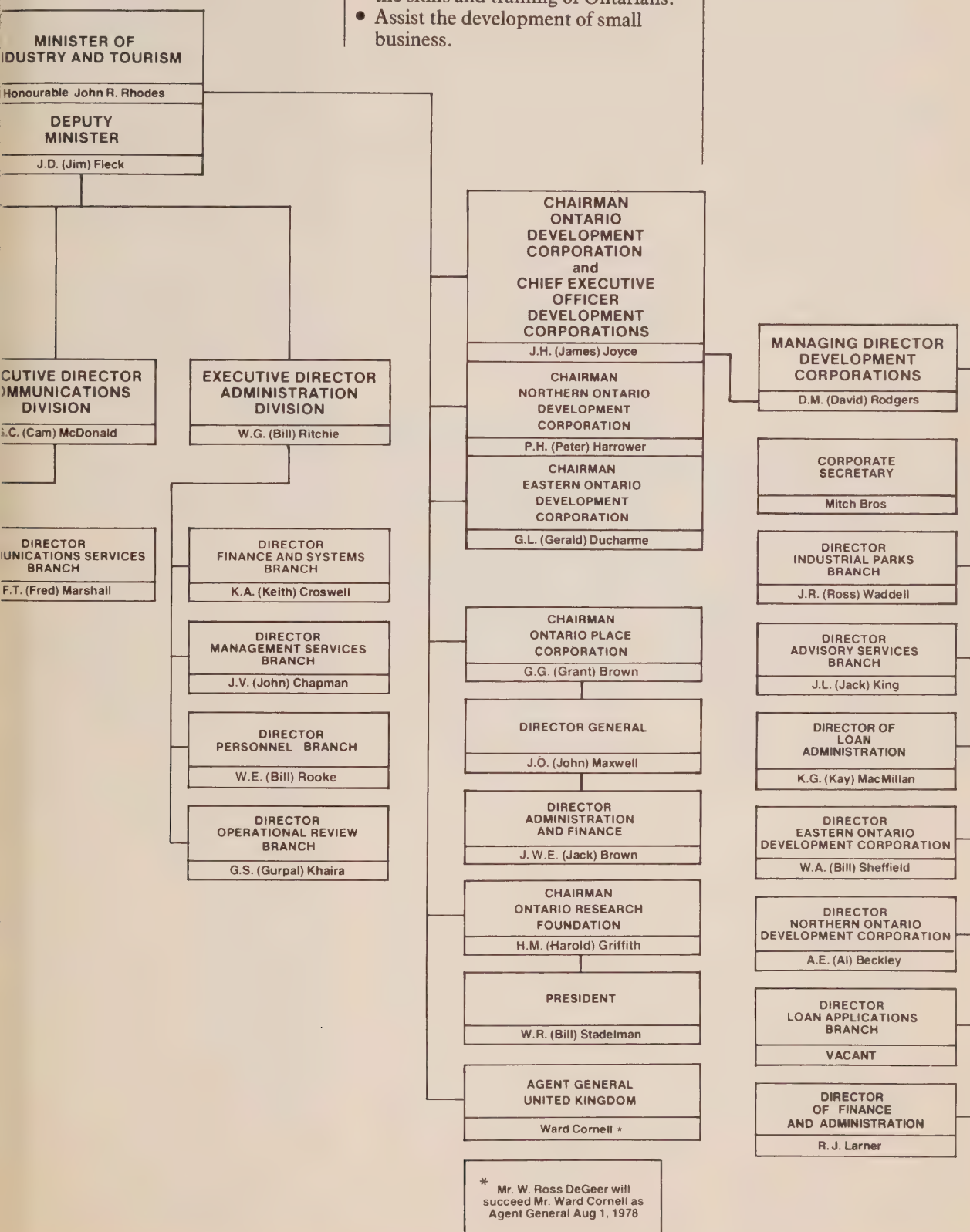


Ministry Objectives

- Maintain and enhance the competitiveness of Ontario's manufacturing base.

- Assist continuously in improving the business investment climate in Ontario.
- Promote the creation of long-term employment opportunities that use the skills and training of Ontarians.
- Assist the development of small business.

- Increase tourism revenues.
- Assist in the development of export opportunities.
- Encourage development of new technology and business innovation.



1977 Ministry Highlights

Ontario investment mission goes around the world

Foundations laid during an Ontario government business mission around the world during 1977 will assist private business people in Ontario to do a more effective selling job in world markets.

Following the five-week mission last fall, Claude Bennett, then Ontario Minister of Industry and Tourism, said, "I think the business mission opened many new doors and helped create a favorable environment for Ontario businesses to make contacts in foreign markets for their goods and services."

In Japan, interest in Ontario ran high with more than 350 Japanese business people attending investment seminars in Tokyo and Osaka. Eighty-nine manufacturers requested private interviews with Ministry of Industry and Tourism officials to explore joint ventures and licensing arrangements.

Possibilities of furthering economic links between Ontario and the Philippines appeared very encouraging.

In talks with Philippine President Ferdinand Marcos, Mr. Bennett said he recognized opportunities for Canadian participation in the economic and social development of the Philippines.

There appeared to be opportunities in the general areas of Ontario software, administration and technical training capabilities, and potential engineering projects and equipment supply.

Increasing cultural and tourism exchange between Ontario and the Philippines was also discussed.

During the capital projects mission to Manila, Troadio Quiazon Jr., Philippine Secretary of Trade, indicated Ontario firms would be welcome to develop licensing arrangements and joint ventures with Philippine companies and, ultimately, branch plants in the Philippines to provide products for the whole Asian group of countries.

In a signed statement, Biju Patniak, Indian Minister of Steel and Mines, said India is quite interested in having Ontario involved in the development of India's mineral resources.

Mr. Patniak said India would welcome technical collaboration with Ontario firms familiar with mining development projects.

Talks with Indian government officials on stepping up two-way trade between India and Ontario, as well as collaboration in such areas as agriculture, tourism and high technology ventures, were also held.

Opportunities to bolster Iran's swelling tourism industry were outlined by Fatahola Sadatt, Deputy Minister of Information and Tourism in Tehran.

In a meeting with Zaveu Simonian, Deputy Minister of Housing, Mr. Bennett was told there is an immediate need for 1.7 million houses in Iran, creating opportunities for Ontario building supply firms in establishing licensing arrangements, joint ventures or, ultimately, branch plants with Iranian suppliers.

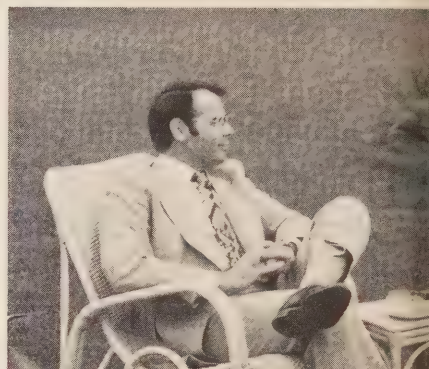
Seventy-four per cent of purchases, worth more than \$10 million, have been secured by Ontario firms in the past year under the offset program between the Canadian federal government and the German firm of Krauss-Maffei, suppliers of the Leopard Tank to the Canadian Armed Forces.

Purchase of 128 Leopard Tanks by the Canadian federal government includes an industrial offset clause specifying that 40% of the \$60 million contract must be purchased in Canada. The offset program must be achieved over a ten-year period with an additional \$30 million in purchasing being optional.

In a meeting in Munich, Friedrich Herdan, Krauss-Maffei's representative, said the agreement provides a good reciprocal basis for economic development and hoped the business relationships formed with Ontario firms would continue following the offset program.

In Paris, Ontario's newest office at 19 Avenue Montaigne was officially opened. Economic ties between the two countries and the possibilities of joint ventures between French and Canadian companies in third countries, were discussed with Andre Rossi, Minister of Foreign Trade. French Prorail officials expressed interest in a joint venture with an Ontario firm.

The trip concluded in England with business meetings in London and Cardiff, Wales. ♡





New travel information centre invites "collect calls"

The Macdonald Block Travel Information Centre served more than 19,000 "walk-in" requests for Ontario travel information during its first eight months of operation last year.

Officially opened on May 2, 1977, the centre is the Division of Tourism's walk-in facility in Toronto catering to the public's vacation planning needs and complements the Ministry's tourism write-in and call-in services.

Experienced travel counsellors working 9 a.m. to 5 p.m. weekdays, offer customers detailed year-round information on the province's facilities, attractions and events. Help in planning individual itineraries has been one of the more prominent requests.

Accurate, up-to-date reports on

provincial park campsite availability, resort vacancies, fall color reports and winter ski conditions are accessible thanks to a recently installed Telex system.

The centre is also a distribution outlet for ministry publications on Ontario attractions, events, camping, fishing, hunting, boating and accommodation. Brochures from individual lodges, resorts, hotels and motels are also available to the public.

The Travel Information Centre is located on the first floor (street level) of the Macdonald Block, (Bay and Wellesley Sts.), Queen's Park. For those unable to drop into the centre, the Ministry invites people to "call collect" for information (416) 965-4008. ♡



Claude Bennett, Minister of Industry and Tourism during 1977, hangs the finishing decorative touch to officially open the Macdonald Block Travel Information Centre, Bay and Wellesley Sts.

1. Discussing investment relations (left to right): Ontario Minister of Industry and Tourism in 1977, Claude Bennett; Ontario Minister of Agriculture and Food, William Newman; Ontario Premier, Bill Davis; and Japanese Parliamentary Vice-Minister of Finance, Osamu Takatori.
2. Outdoor meeting with India's Minister of Steel and Mines.
3. Talks with Philippine Secretary of Trade.
4. CBC's program "Fifth Estate" records the Minister of Industry and Tourism as he walks along Avenue Montaigne near the Ministry's newly-opened Paris office.

Energy bus identifies \$31 million savings

This year, the people of Ontario will spend about \$7.5 billion on all forms of energy — \$900 for every man, woman and child in the province. Next year, costs will likely be even higher.

In a concerted effort to reduce energy use in the province 15% by 1980, the Ontario government is providing leadership in energy conservation practices on various fronts.

All of these efforts fall under the



(cont' from previous page)

umbrella of the Ontario Ministry of Energy's Energy Management Program. Its main role is in policy development and overall initiation, co-ordination and funding of energy management projects.

The Ministry also ensures priorities and non-duplication of efforts by all other Ontario government ministries' energy-related programs.

Since industry accounts for about 35% of Ontario's total energy consumption, the Ministry of Industry and Tourism's energy management efforts are directed primarily towards this sector. Major energy savings are being accomplished through the use of a computer-equipped energy bus.

In the two years the energy bus has been operating, more than 600 company visits have been completed

and potential energy savings worth more than \$31 million, identified.

The program offers a free, on-site, energy analysis and has shown that savings of 20-25% in heating, cooling and lighting can be achieved. For most plants, at least half the savings can be obtained with little or no capital expenditures.

The Ministry is also providing 50% of the costs, up to a maximum of \$1,000, for a professional consultant to evaluate energy use in Ontario manufacturing plants. To qualify, manufacturers must establish an ongoing energy management program and must have the capability of implementing the consultants' reports. Evaluation must be completed by March 31, 1979 in order to take part in this particular program. ♡

Tourism development studies stimulate investment interest

The recent publication of three detailed tourism studies aimed at identifying investment possibilities for entrepreneurs has generated strong interest by the tourism industry in Ontario.

The studies, examining the tourism development zones of Sault Ste. Marie-Wawa, Trenton-Cornwall and Kingston-Renfrew, were undertaken by the Tourism Development Branch following a major province-wide study in 1976 entitled, *Tourism Development in Ontario: A Framework for Opportunity*.

The studies were initiated to identify specific opportunities in the three subject zones. Among those

opportunities are commercial attractions, destination resorts, vacation villages, large and small hotels and inns.

Following publication, open workshops were held in all three zones to familiarize the tourism industry with the studies' findings.

As with Framework for Opportunity, which itself catalyzed investment interest in a Nottawasaga Bay resort, the zone studies have stimulated investment interest.

The studies are intended as guides to investors which, coupled with advice and information from the Ministry, should help investors and improve Ontario's tourism product. ♡

Ministry and North Central Airlines promote northwest

The Ontario Ministry of Industry and Tourism and North Central Airlines successfully joined forces during 1977 to promote northwest wilderness fishing and urban vacations to the American market.

The co-operative effort began with a two-month advertising campaign in the U.S. by North Central in April and May. The campaign was extended through June and July by a \$100,000 newspaper and radio promotion funded by the Division of Tourism.

The campaign was implemented in the shared markets of Michigan, Ohio, Minnesota, Wisconsin and Indiana.

North Central's sales were highly successful and indicated about \$600,000 in total bookings by over 1,200 customers. Of that figure, \$400,000 was spent in Ontario. Greatest success revolved around the northwest fishing packages.

The ads of June and July were a blend of lure, product and price. Plans are now under consideration to undertake a similar program in the future. ♡

CANADIAN WILDERNESS
Fishing Trips '77
NORTH CENTRAL AIRLINES



International capital projects seminar uncovers \$50 billion annual business

The international market for capital projects and such related activities as engineering and feasibility studies, is estimated at \$50 billion annually, more than 200 engineers, architects, contractors, suppliers and investment bankers who attended a Capital Projects Seminar in April 1977, co-sponsored by the Ministry and the Consulting Engineers of Ontario, were told.

Canadian consultants and engineering firms have already opened the way to capital projects for all Canadian industry. Their success in winning contracts is surpassed only by the U.S., the United Kingdom, and France.

Canadian firms have been awarded

10% of the value of contracts for sector and feasibility studies financed by the United Nations Development Program between 1963 and 1973 and received 6% of the consulting assignments.

However, in total, Canadian suppliers of goods and services have won a very small percentage of the capital projects contracts.

"Ontario must work, and work hard, to win a far larger share of the market. There are great opportunities for Ontario firms to work in small projects, sub-contract work in large projects and in projects funded through international development agencies," the group was told.



The Ministry-sponsored International Capital Projects Seminar held in 1977 attracted prominent business journalists from around the world.

The Ministry has created a specific capital projects section to pay particular attention to opportunities in countries around the world for products and services from the province. ♡



CAMCO appliance parts display attracts 800 Ontario industrialists

A joint bid to replace \$40 million of imported appliance parts and components with Canadian supplies attracted more than 800 Ontario industrialists to Queen's Park, June 1 and 2, 1977.

CAMCO, the Canadian Appliance Manufacturing Company, teamed up with the Ontario Ministry of Industry and Tourism to display 600 parts and components CAMCO needs to produce major appliances such as refrigerators, electric ranges, washers and dryers, air conditioners and dishwashers. Eight hundred and twenty-four representatives of 620 companies were prompted to make nearly 7,800 requests for manufacturing specifications with an eye to fulfilling the company's needs.

CAMCO previously received much of its \$100 million annual supply of parts from abroad, particularly the

United States. But Bill Rooney, CAMCO president, said his company is determined to turn this situation around.

In opening the show, Mr. Rooney said "We are exhibiting hundreds of purchased components, the majority of which are currently imported. It is our objective to find Canadian vendors for these parts in order to build jobs in Canada, to reduce our cost levels and to increase the quality of the parts we purchase."

Although the industry has increased manufacturing shipments from \$296 million in 1966 to \$620 million in 1976, imports of appliances and components have grown to take 27% of the domestic market compared with 13.2% ten years ago. ♡

Committee identifies small business problems/opportunities

The Ontario Advisory Committee on Small Business provides a forum for dialogue between government and small business representatives.

The mandate of the committee is to identify opportunities—and problems—faced by small business in the province and to submit comments and recommendations to the government.

The committee representing various regions and a variety of small-business sectors held its first meeting November 1, 1977.

The Ministry of Industry and Tourism is co-ordinating the program.

The advisory committee on small business comprises the following members: Oscar A. Cecutti, Cecutti's Bakery Ltd., Sudbury; Jack R. Clements, Elan Tool & Die Ltd., Chatham; Richard R.P. Court, Court Industries Co. Ltd., St. Catharines; Des Cunningham, Gandalf Data Communications Ltd., Ottawa; Jerry Davies, Totalmarketing Inc., London; Ron Hodgkinson, A & R Food Services Ltd., London; J.R. Howard, Kinetics Furniture Inc., Downsview; Stuart King, Kenora; Robert Lanning, G.T. Lanning Ltd., Belleville; Edward Macies, Macie's Ottawan Motel Ltd., Ottawa; James C. Shaw, Shaw-Almex Industries Ltd., Parry Sound. ♡

Economy 77-78

INTERNATIONAL DEVELOPMENTS

The overall economic outlook for the Organization for Economic Co-operation and Development (OECD) countries in 1978 is characterized by a lack of optimism and a high degree of uncertainty in the forecasts. Total real growth in GNP will probably be only about 3.5% for the year as a whole (about the same as the 1977 OECD average), but probably will be decelerating in the second half.

The uncertainties surrounding the outlook primarily relate to business and consumer confidence and the strength of the downward multiplier effects later in 1978. The assumption that there will be no marked deterioration in general confidence may be

optimistic in view of weak trends in demand and world trade, and the poor outlook in labour markets.

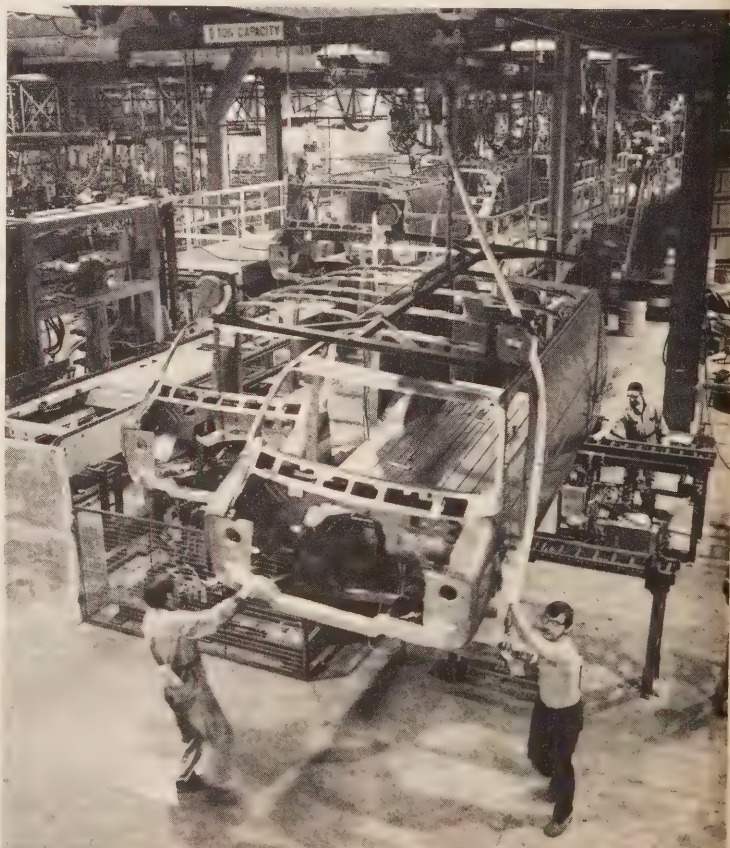
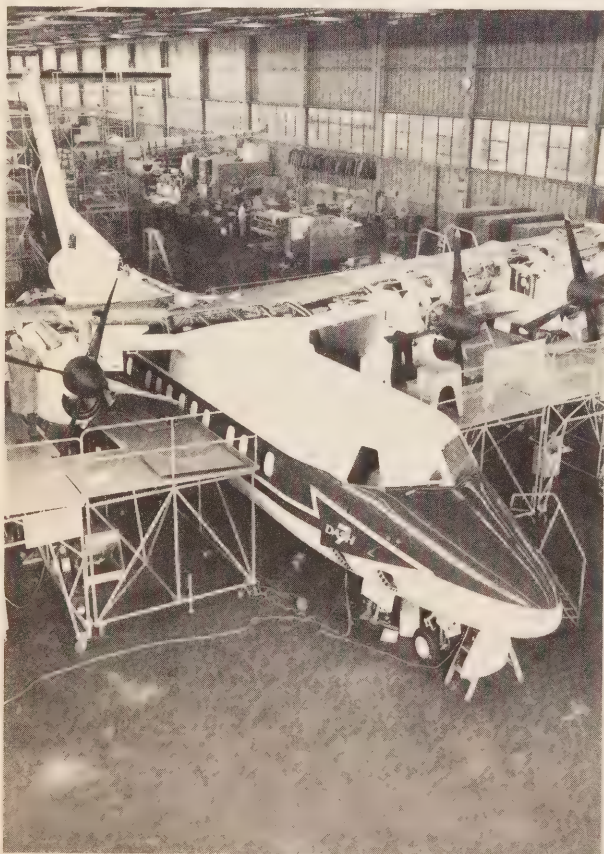
The multiplier effects through the international transmission mechanism are difficult to assess with any confidence but they will probably contribute to a mutually reinforcing deceleration among the industrialized countries in the latter part of 1978.

In 1977, a weakening of consumer demand was superimposed on generally sluggish trends in productive investment, with public expenditure generally providing little support for demand. Several OECD member governments have announced new expansionary measures designed to give some support to demand in 1978 but their effects are not anticipated to have much impact beyond mid-1978. Otherwise, the demand components in the GNP of the OECD as a whole will show little change from 1977:

- The contribution private consumption will make to the rise in real GNP will continue to be weak.
- The prospects for a significant boost in productive investment

(with the possible exception of the U.S.) remain poor given the likelihood that business pessimism and low levels of capacity utilization will outweigh better liquidity positions and falling interest rates in some countries.

- The strong recovery of residential construction in the U.S. has probably peaked and there is not likely to be any marked improvement over depressed 1977 levels of activity in other OECD member countries with the possible exception of the U.K. and Japan.
- Stockbuilding may provide a slight positive boost to the growth of aggregate output in the major OECD countries during 1978.
- The contribution of real foreign balances to GNP growth in the OECD area should be positive as export volumes are expected to grow more rapidly (5½%) than import volumes (4½%) in 1978.
- Moderate economic expansion combined with excess capacity should stabilize the inflation rate at about 7% after mid-1978.



OECD industrial production will recover in early 1978 from the sluggish performance in the second half of 1977 but, in line with the prospective pattern of overall demand, this acceleration will not be sustained later in the year when growth will fall from 4¹/₄% to 4% (at annual rates).

The outlook for the OECD as a whole masks significant differences in the performance of individual countries in 1978:

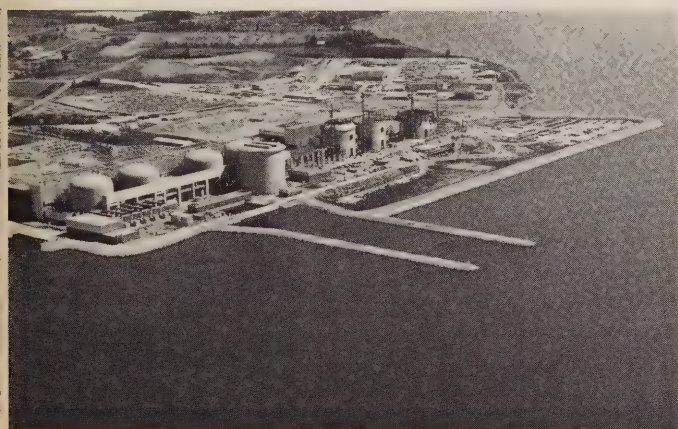
- **U.S.:** The outlook is for reduced but positive growth in the U.S. economy in 1978, despite the potential constraint presented by the huge current account deficit. GNP is expected to grow by just over 4% over the year. There will probably be a slowing of demand in the latter part of 1978 which could see the rate of growth falling below potential (i.e. to 3% at annual rates), thus risking a renewed rise in unemployment. The key ambiguity relates to whether business fixed investment will recover at a pace sufficient to ensure a sustainable rate of expansion. Capacity utilization is close to the level that nor-

mally would trigger an expansion of plant capacity but this has been constrained by uncertainty in business expectations.

- **Japan:** The underlying trend of demand and output is forecast to remain relatively weak in 1978 with both GNP and total domestic demand increasing by around 5%. Given the weak outlook for world trade, the sharp appreciation of the yen, and the restrictions imposed on Japanese exports, it is unlikely that exports will provide as strong a stimulus to growth in 1978 as in the past two years. Consequently, in the absence of new major policy initiatives to stimulate domestic demand and reduce the current account surplus, the Japanese GNP growth rate may fall to an annual rate of only 3.25% in the latter part of 1978.
- **West Germany:** There is unlikely to be any significant increase in West Germany's economic growth. Most economic indicators suggest only marginal changes in economic activity over 1977 levels with real GNP expected to increase by only 3%.

- **U.K.:** Gross Domestic Product is forecast to grow by about 3% between 1977 and 1978 of which about one-quarter of a percentage point would be directly attributable to the effects of North Sea oil. Better demand prospects, relatively low interest rates, improved company liquidity, and replacement of obsolete equipment could give a strong boost to manufacturing investment. However, the recovery of manufacturing output may be relatively modest; by the end of the forecast period its level may still be somewhat below the 1973 peak.

In light of the generally sluggish outlook for growth in the major OECD countries, and given the weak outlook for world trade in general, the increase in Canadian merchandise exports is likely to slow in 1978 from the 1977 rate. Of particular interest to Canada is the behaviour of the U.S. market, and there the potential for contraction, particularly in those items of special interest for Canada, such as automobile demand and construction, raises some concern.



ECONOMIC OVERVIEW FOR CANADA

Recent Trends

The Canadian economy performed better than those of most OECD countries in the early 1970's, and as a result of policies undertaken was able to insulate itself from the ensuing international recession of 1975. Canadians experienced a substantial improvement in living standards as real disposable income increased from 80% of the U.S. average in 1972 to 86% in 1976.

Real growth, however, declined to just over 2% in 1977 from 5% in 1976 and is expected to be in the vicinity of 3-4% in 1978. The slowdown in the rate of growth has drawn attention to Canada's inability to sustain real income increases in excess of increases in real output.

Though productivity improvements have generally equalled those in the U.S. over the past decade, they have not been sufficient to close the existing gap. Canada's ability to close the disposable income gap with the U.S. has been made possible through favorable terms of trade in the early and mid-1970's and has been sustained by subsequent borrowing. Canada's economic performance in 1977 has proven that growth cannot be sustained indefinitely by these two factors alone. Clearly the basic challenge of maintaining and improving present living standards rests with improving our ability to compete internationally in terms of both costs and productivity.

The year 1977 was not easy for Canada. Private consumption and housing, which had earlier been the mainstays of domestic demand, slumped. The rise in business fixed investment must be set against the

very weak activity in 1976. Despite wage and price controls, inflation remained stubbornly high, averaging about 8% over the year. Unemployment, too, increased and stood at over 8% by year's end.

More positive factors in the economy in 1977 were the buoyancy of export demand and the fact that unit labor costs showed appreciable improvement over the previous years' increases. The strong export growth, reflecting the expansion of activity in the U.S., contributed positively to demand. The deceleration in the growth of unit labor costs was significant in the manufacturing sector reflecting substantial productivity increases.

The strong performance on the merchandise account, despite significant deterioration in terms of trade, was more than offset by rising deficits in the tourism and interest payments components of the balance of payments.

The resulting current account deficit was balanced by substantial net long-term capital inflows and a decline in foreign exchange reserves.



1978 Prospects

Because of the persistence of sluggish domestic and foreign demand the Canadian economy will continue to face some difficulties in 1978.

- Real disposable household incomes will grow by 4% (compared to the recent 7% annual average) primarily reflecting the weakness in labor markets. High unemployment may dampen the increase in real spending as precautionary savings on the part of households increases.
- Investment in the non-energy industrial sector can generally be expected to remain low throughout 1978 given low capacity utilization rates.
- The present stock of unsold dwellings will continue to limit the level of construction activity.
- The magnitude of the government sector deficit (\$6-7 billion) will reduce the potential for stimulative fiscal policies and for growth in the government sector itself.
- Foreign markets are unlikely to provide sufficient relief, given the potential for contraction in the U.S. economy later in 1978, especially in sectors of interest to Canadian exporters, e.g. housing and automobiles.

Given the anticipated weakness in demand, overall Canadian output is expected to grow between 3½% and 4% in 1978. This growth will not be sufficient, however, to prevent a marginal increase in unemployment.

The inflation rate may fall slightly in 1978, but this is very much dependent on the behaviour of food prices, the exchange rate, and the continued exercise of union restraint in wage bargaining after termination of the AIB.

The merchandise trade surplus of about \$3 billion will be offset by a further deterioration in the services account (which will probably exceed \$8 billion in 1978), thereby increasing the current account deficit from \$4.3 billion in 1977 to \$5 billion in 1978.

THE ONTARIO ECONOMY IN 1977

Most provinces experienced major slowdowns in 1977. Real growth in Ontario, which accounts for 40% of Canada's GNP, declined from 5% to approximately 2.5% in 1977.

Consumer spending in Ontario in 1977 was sluggish, particularly for consumer durables such as autos. Construction, both residential and non-residential, was weak with residential construction suffering from an oversupply of housing.

Sluggish demand, slow profit growth and widespread excess capa-

city generally had a negative impact on capital investment in Ontario. Inflation, by increasing uncertainty with respect to returns, also contributed to this decline. Between 1975 and 1977 investment in machinery and equipment increased nominally by only 8%, while real capital expenditures in manufacturing actually fell.

Ontario producers, however, benefitted to some extent from the economic expansion taking place in the U.S., Alberta and B.C. The good performance of Ontario exports continued throughout 1977, largely as a result of increased exports of fully manufactured goods to the U.S. Manufacturing industries such as paper, food and beverages, motor vehicles and those related to the U.S. construction sector, benefitted from increased American demand.

THE ONTARIO OUTLOOK FOR 1978

In 1978 Ontario will marginally outperform the nation and achieve an output growth of around 4%.

This will reflect balanced growth between goods-producing and service-producing industries. All sectors of the GPP are expected to achieve some real growth with the possible exception of mining, although growth in the government and construction sectors could be very low.

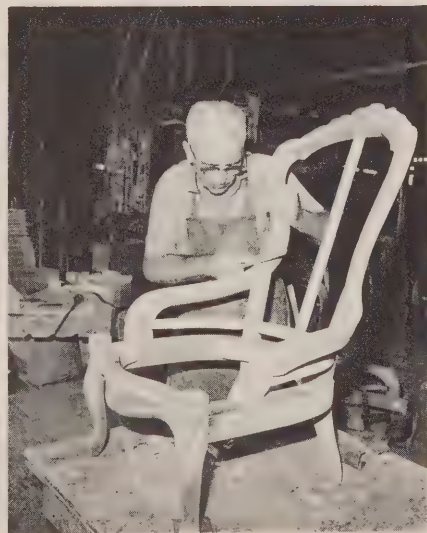
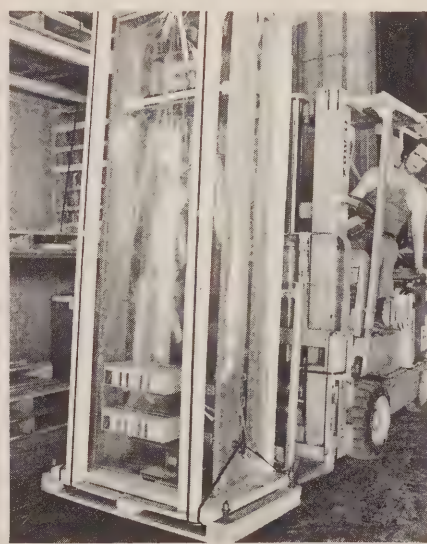
Prospects for business spending on plant and equipment in Ontario are modestly improved. However, such investments may not expand by much more than 2% in real terms in 1978 compared with no real increase in 1977.

Since inflation will probably moderate in 1978, real labor income in Ontario should increase by 3.2%.

There is some uncertainty as to how readily this will be translated into increased consumer spending in the province. It is anticipated that the overall consumption growth in the province will be in line with the national average.

There will be some benefit to Ontario from the increased demand in domestic and world markets occasioned by the increased competitiveness that resulted from the depreciation of the Canadian dollar. Import-competing industries should benefit considerably from the lower dollar, and it is anticipated that the rate of import penetration will be measurably reduced.

It is unlikely, however, that the anticipated growth in the economy will be sufficient to provide employment opportunities for all new labour force entrants, thus leading to a moderate increase in total unemployment.



Division of Industry and Trade

The overall objective of the Division of Industry and Trade is to provide specialized programs and services to support and stimulate business development and trade expansion throughout Ontario. Efforts are directed toward:

- *Developing a strong, competitive industrial and marketing base.*
- *Maintaining economic stability.*
- *Providing leadership in development of manufacturing and service industries.*
- *Creating more jobs for Ontarians.*
- *Helping existing facilities expand.*
- *Encouraging establishment of new companies.*
- *Assisting industrial energy conservation efforts.*
- *Stimulating innovation, technology and good design.*
- *Capitalizing on the benefits of foreign investment.*
- *Encouraging trade partnerships with foreign business.*
- *Identifying and maximizing domestic and foreign market opportunities.*
- *Alleviating regional economic disparities in Ontario.*

The Industry and Trade Division unifies all industry and marketing operations — with the foreign offices — into a division geared to spur trade expansion and industrial development as well as maintain specialist assistance to industries in Ontario.

An Industry Branch assists medium- and large-sized companies with a specialized consulting group with particular emphasis on productivity improvement, energy conservation and industrial waste recovery. A product manufacturing development group keeps abreast of new product opportu-

nities and manufacturing technologies for Ontario manufacturers to increase their share of the Canadian market and assist in their growth through a merger and acquisition program. Product prospecting, licensing and technology missions are co-ordinated by this branch. Regional development through municipal assistance, plant location activities, combined with an industrial parks program, is also carried out by this branch.

The Ministry's international operations are focused on three major geographic areas with government programs in respective territories being delivered by geographic area specialists from head office and through offices abroad. The branches are: Europe, Special Areas, and North America.

Ontario House, under the Agent General, is the fifth Industry and Trade Division branch and it provides the Ministry's services throughout Britain and Ireland.

INCOMING FOREIGN DELEGATIONS

During 1977, the Division of Industry and Trade welcomed 11 incoming foreign business delegations from Africa, Bulgaria, China, Germany, Hungary, Japan, Poland, Sweden and Thailand.

Africa

Senior representatives of the African Development Bank (ADB) visited Ottawa, Toronto and Montreal in November. While their prime purpose in visiting Canada was to negotiate CIDA activity, they also came to visit equipment manufacturers.

While in Toronto, a Ministry-arranged seminar enabled ADB officials to meet with some 78 Ontario



companies. The ADB visit placed several Ontario firms in a better-informed position relative to ADB activities and allowed many valuable personal contacts to be made.

Bulgaria, Hungary, Poland

Delegations from eastern Europe (Bulgaria, Hungary, Poland) came with basic objectives of developing industrial co-operation between Ontario and their respective countries. Attention focused on metallurgical technology, computer technology, and machining. Considerable Ontario export potential was identified.

China

A delegation from the Republic of China visited the Ministry to discuss the arts and crafts industry. In-depth talks concerning technology advances and product marketing resulted in an exchange of information beneficial to all. The delegates visited several Ontario companies before leaving.

Germany

A Krauss Maffei delegation visited Ontario in respect to the offset agreement in connection with the multi-million dollar Canadian government purchase of Leopard tanks from Germany. The Ministry hosted the delegation on their visit to Ontario and arranged for seminars and meetings with Ontario business people.

Japan

Economic briefings outlining the status of Ontario were arranged for a 21-man delegation from Hiroshima. Following the briefings, the delegation paid a courtesy visit to the office of the Ontario Premier. Benefits accrued from this Japanese visit indicated a genuine interest in possible plant location or investment in Ontario.

Another Japanese delegation visiting Ontario during 1977 involved senior business people from Nagoya who visited Toronto for the express purpose

of opening the Tokai Bank. The Ministry hosted a reception for the group and welcomed the confidence expressed by the Japanese bank officials in the Ontario economy.

Sweden

A Swedish delegation of senior business people (visiting North America for the first time) explored the potential of selling Swedish products into North America via the advantages offered by an Ontario location.

Thailand

A delegation from Thailand, which included the Thailand minister of the interior, came to Canada to view urban transportation installations. While in Ontario, a luncheon was held for this group and attended by ten Ontario manufacturers related to urban transportation. Visits were arranged to installations in Toronto.

The Thailand transportation system is a major project still under consideration. Personal contacts established by Ontario companies during the Thailand delegation visit has put them in prime position to pursue the project as it develops.

PROMOTION

Last year a film to inform prospective investors of manufacturing opportunities in Ontario was produced in six languages (English, French, German, Italian, Japanese and Spanish). This film has been distributed for use by Ontario and Canadian government offices around the world.

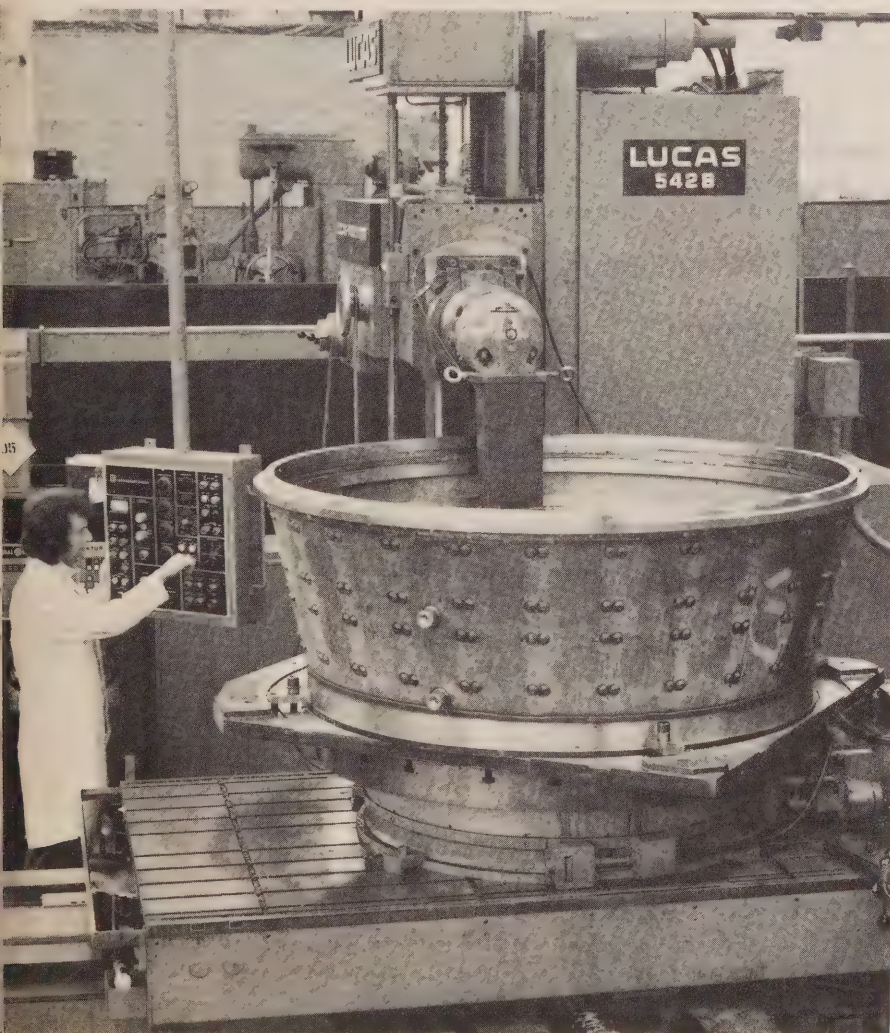
Among new publications produced were booklets (in English and French) describing the services offered by the Division and brochures (in six languages) to help encourage new investment and industrial growth in the province.

Advertising was placed in selected Ontario and international media to support the Division of Industry and Trade programs.

Last year, saw the introduction of *Ontario Business News*, a bi-monthly publication for distribution to Ontario manufacturers and foreign industry and trade contacts.

(Opposite Page)

Mel Garland, Executive Director of the Ministry's Division of Industry and Trade, welcomes a Japanese business delegation to Ontario.



INDUSTRY BRANCH

The Industry Branch initiates programs and activities to stimulate and support industrial development in Ontario. In addition, the branch represents the views of the industrial community in the development and application of policies at various government levels.

The branch assists medium- and large-sized companies with a specialized consulting group (Industrial Development Section) placing particular emphasis on the transfer of technology, productivity improvement, energy conservation, industrial waste utilization, and market and product information. A product manufacturing development group keeps abreast of new-product opportunities for Ontario manufacturers to increase their share of the Canadian market and assists in corporate growth through a merger and acquisition program.

Regional development through municipal assistance, plant location activities, combined with an industrial parks program is carried out by the Industrial Services Section.

Industrial Development Section

Experienced industry sector specialists work with industry associations, consult with individual companies, organize special seminars, arrange technology missions and provide technical information and assessments within the Ministry.

Missions

During 1977, six technology and two business opportunity missions were conducted. The purpose of these

missions is to provide Ontario manufacturers with the opportunity to evaluate the latest equipment developments and advanced manufacturing methods being used by industries in other countries. These missions include visits to leading international expositions and conferences and tours of selected industrial facilities where manufacturers can analyze production techniques, consider materials applications, review in-plant training and study management methods.

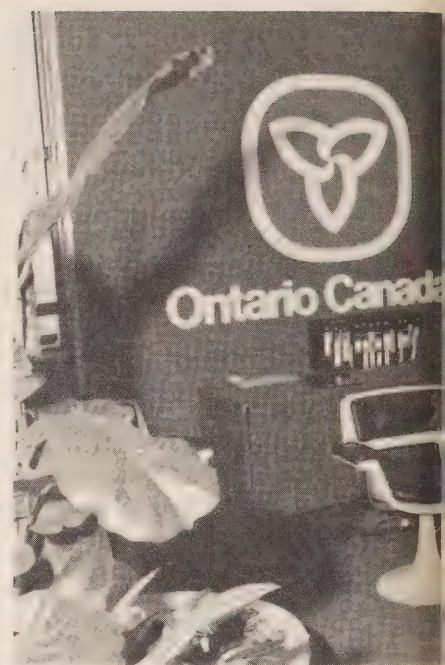
Last year there was a mission to England and Germany to view bakery and confectionary equipment; a mission to Hanover, Germany to view woodworking machinery and techniques; a visit to the Interplas '77 Plastics Exhibition in England; a mission to Japan to study chemicals and plastics waste conversion plus automotive manufacturing equipment; and, a delegation visited the International Exhibition for the Food and Allied Industries in England. Attendance on these missions—33 Ontario manufacturers. Business Opportunity Missions went to Spain and Oslo, Norway.

As a result of the mission to Japan, one Ontario company is negotiating for the manufacturing license to produce waste-water treatment and water disinfectant products in Canada. Another company is negotiating for the license to manufacture waterproof adhesives, anti-corrosion additives to paint and P.V.A. film for food packaging. Information was also obtained on two new polyethylene films for food packaging, which extends the shelf life of products (meat, vegetables) for at least six months without refrigeration.

As a result of the mission to West Germany, an Ontario furniture manufacturer is arranging for a German firm to build an automated furniture plant here. The new plant is an expansion for the Ontario firm and will mean increased employment. Once this plant is in operation, the company will be able to produce wall-system furniture that can compete favorably with imports which currently dominate the Canadian wall-system market.

Technology Seminars

The purpose behind Ministry technology seminars is to source and present specific technology and business information to Ontario manufacturers.



Ralph Ellis, Ralph Ellis Enterprises Ltd. and Yeoman, secretary for the Ontario distribution

During 1977, 12 seminars were conducted throughout Ontario.

These events discussed: energy instrumentation; solvents, adhesives and aerosols (co-sponsor: Addiction Research Foundation); textile waste utilization; utilization of mining and industrial wastes; industrial technology transfer (co-sponsors: University of Toronto and Canadian Society for Chemical Engineering); forest products; plastics and combustibility (co-sponsor: Society of the Plastics Industry); apparel performance criteria (co-sponsor: AMAO); and solar industry in Canada—problems and the future.

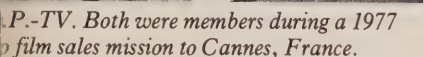
Film Industry Promotion

This section co-ordinates program services for development of Ontario's motion picture film industry. Two major activities include film-site location services and sales missions.

Location services provide film producers the opportunity to view potential movie sites in the province. Last year, this resulted in ten feature films being produced in Ontario.

Film sales missions were conducted to Cannes, France and Los Angeles, California.

Twelve distributors representing 15 Ontario companies have sold in excess of \$750,000 in these film markets.



Trillium Awards

The 1977 Trillium Awards for Household Furniture were presented at the International Centre in Toronto on January 17, 1978. In this competition, jointly sponsored by the Ministry and the Ontario Furniture Manufacturers' Association, 11 awards were presented to seven Ontario companies.

Energy Conservation

Under this plan, the Ontario government agrees to pay 50% of the costs (up to a maximum of \$1,000) for a professional consultant to evaluate energy use in manufacturing plants and make recommendations for improvement. To qualify, manufacturers must not be spending more than \$100,000 per year on total energy, must establish an ongoing energy-management program and must have the capability of implementing the consultant's report.

New Energy Business

Investigations are being carried out by Ministry consultants into various energy generation alternatives. Two areas being studied are solar energy and district heating.

Of particular interest to Ontario manufacturers is the Ministry's effort in sourcing and studying the current inventions in energy-conserving manufacturing equipment and products. Missions are being conducted abroad to analyze these processes and products. It is the Ministry's objective to encourage local manufacture of these products.

Canada has a large trade deficit in manufactured products—especially end-product goods. Recent studies have indicated that many of these products can be manufactured profitably in Canada. Ministry officials are working closely with manufacturers and respective associations, notably the Purchasing Management Association of Canada, to identify products that can be successfully manufactured in Canada. The next phase of this effort will be to encourage Ontario manufacturers to begin production of these products.

The importance of conserving resources has become increasingly apparent and this Ministry has adopted a positive

Realizing that industrial-wastes disposal is expensive with potential negative impact on the environment, the Ministry feels it is possible to convert much of this waste into usable products at a profit.

Progress with regard to the destruction of toxic waste materials is best illustrated by the PCB case. Polychlorinated biphenyl is a highly-toxic, complex substance which has been difficult to dispose of. As a result of efforts by consultants in this Ministry section, the WETOX[®] system was purchased from an American organization and subsequently altered to suit Canadian needs and conditions. Working with the Ontario Research Foundation, tests were completed with results indicating 99.96% destruction of PCB's. Ontario firms with PCB disposal problems are now actively investigating this system.

[illegible]

One of several Ministry advertisements which appeared in business journals during 1977 to encourage industrial energy conservation.

Product Manufacturing Development Section

This section works with established industries to help find new manufacturing opportunities for maximum use of production facilities and product diversification. Opportunities come from other parts of Canada and around the world, offering new technology, designs, products and, often investment capital. The work of this section is closely co-ordinated with Ontario foreign offices and regional offices which assist in disseminating information through the sectional programs.

Manufacturing and Marketing Opportunities Bulletin

This is a well received, seven-section monthly publication distributed to over 6,500 Ontario industries. In 1977, ten *Bulletins* were published with 1,234 items which generated over 6,000 enquiries.

Mergers and Acquisitions

A confidential listing service is published inside the *Bulletin* for industries wishing to buy, sell or merge. It has produced many benefits for Ontario businesses. An example is a listed item which concerned a Scarborough mould manufacturer wishing to sell his business. Replies to the item resulted in the acquisition of the firm by another Scarborough company in December, 1977. In the same year 138 items were published with 11 successful mergers and acquisitions recorded.

Joint Ventures

Foreign companies wishing to participate with established Ontario firms in partnerships are encouraged to set up new enterprises in Ontario on a joint venture basis. They may be introduced directly when they visit the province or through the medium of the *Bulletin*. During 1977, 155 joint venture opportunities were presented in the *Bulletin* resulting in 988 enquiries and completions.

Manufacturing Arrangements

This program is designed to assist Ontario companies find new products and processes to manufacture under license from companies abroad.

During 1977, 404 licensing oppor-

tunities were published in the *Bulletin*, and 2,340 enquiries were received.

Industrial Procurement

Two activities are carried out under this program:

- (1) **Production Facilities Available** — This part of the *Bulletin* lists surplus manufacturing capacities by Ontario companies thus providing a valuable source list to other companies requiring additional suppliers on either a regular or intermittent basis. In 1977, 140 items were listed resulting in 472 enquiries.
- (2) **Contracts Available** — Manufacturers from around the world use the *Bulletin* to list their requirements for Ontario-made components or products. Last year, 18 items were published, resulting in 212 enquiries.

Inventions

The *Bulletin* lists patented inventions from inventors seeking to have their idea or product manufactured under license. In 1977, 145 inventions were listed which generated 411 enquiries.

Agents & Distributors

A new section in the *Bulletin* lists agents and distributors from Canada and around the world seeking Ontario-made products. In 1977, there were 264

listings with numerous enquiries generated for each agent and distributor listed.

Product Prospecting Missions

These missions are designed to encourage Ontario industries to seek new products or opportunities from foreign countries. Industrialists are assisted by the Ministry to visit major international trade fairs and to meet with foreign business people as arranged by our foreign offices.

In 1977, 45 business people participated in six product prospecting missions which visited seven countries. Irving Steel Ltd., a progressive Cambridge firm, reports two significant licensing agreements completed as a result of a fall mission to the U.K. Annual sales of well over \$1 million are anticipated from their agreements along with a substantial increase in employment. In addition, this firm has bid on new business in excess of \$500,000 through contacts made while in the U.K.

Manufacturing Opportunities

Manufacturing Opportunities Shows are held every four years to provide

Foreign buyers, representatives and agents/distributors view Ontario products on display in Philadelphia, U.S.A., during a product introduction program sponsored by the Ministry.



secondary manufacturers in the province with new opportunities for product development and diversification.

The 1976 Show, held at the Queen Elizabeth Building, Exhibition Park, Toronto, attracted 258 exhibitors from around the world and resulted in 729 new orders.

Small Manufacturing Opportunities Shows are organized to display imported components and Ontario manufacturers are encouraged to attend and bid on the manufacture of these components in the province.

One such show was held in the spring of 1977 at Queen's Park and 600 household appliance parts were displayed representing \$40 million worth of potential business. Some 620 companies visited the show and over 500 formal quotations were received by the displaying company.

Manufacturing Opportunity Days

Conducted by the Ministry's field offices, the Manufacturing Opportunity Days program is organized to provide manufacturers with private appointments to discuss new product lines and details concerning licensing arrangements. Over 1,000 opportunities are available on microfilm for review by Ontario business people.

Computer-Based Terminal

A co-operative program between the Ontario Ministry of Industry and Tourism and the Department of Industry, Trade and Commerce in Ottawa has been developed to provide Ontario industries and the Ontario government with a source of quick information relating to company statistics. This company data-sourcing is used for sales and manufacturing activities within and without the province. Over 400 major enquiries were processed in 1977 and many informational services were provided to the various sections of the Ministry for sourcing and trade programs.

Industrial Services Section

This section provides assistance through consultation and technical advice to municipalities for the development of programs to attract new manufacturing facilities.

This activity is supported by an

Industrial Development Training Program and provision of a Municipal Industrial Development Guide which contains data related to various aspects of community development such as land-use planning, design and development of industrial parks, and appropriate advertising and promotion activities, including the preparation of brochures.



Technical advice is also provided to companies seeking locations in Ontario for establishment of new manufacturing facilities.

During 1977, industrial development training courses were conducted at Prescott, Penetanguishene, Port Elgin, Regional Durham, and Simcoe County. These courses were attended

by 344 representatives from municipalities in the five areas.

In addition, 93 municipal representatives obtained guidance through meetings held in the Toronto office, while 88 municipal visits were made for the purpose of providing on-site guidance for industrial development activities.

A major Industrial Development Conference in Toronto held discussions on such matters as land-use planning, environmental protection and municipal industrial development. Some 186 delegates attended, representing municipal development and planning authorities from across Ontario.

The section also reviews and analyzes proposed new legislation, regional strategies, land-use plans and other matters which can affect the location of industries throughout the province. This activity is carried out to ensure that other ministries' policies and activities will accommodate industrial development needs in the provision of planned sites, municipal services, power requirements and transportation facilities.

Assistance provided to companies last year included inspections of available sites and buildings, supported by municipal industrial profiles, labor rates, manpower supply, transportation facilities and other data as required.

During 1977, 238 companies were assisted and profiles were obtained from 271 municipalities: 486 complete profile sets were distributed to development and planning agencies, public and university libraries, the Ministry's business offices throughout Ontario and abroad, and to business consulting companies conducting locational studies for manufacturing firms. In addition, 2,408 profile copies were provided in response to specific enquiries related to the location or expansion of industries.

In response to the Industrial Parks Program operating in eastern and northern Ontario, five municipalities submitted projects for consideration. Through this program, loans can be made available to municipalities and private developers which will assist in the acquisition of land and/or the provision of internal services for the development of a planned industrial park.

INDUSTRY AND TRADE DEVELOPMENT BRANCHES

The Ministry's international operations are decentralized in three major geographic areas: North America, Europe and Special Areas. Programs in respective territories are delivered by geographic area specialists from head office and offices abroad.

For the United States, the Ministry maintains offices in New York, Chicago and Los Angeles.

In Europe, 22 foreign countries are covered from posts in Brussels, Belgium; Frankfurt, Germany; Milan, Italy; Paris, France; and Stockholm, Sweden.

Ontario House in London, England, provides the Ministry's services throughout Britain and Ireland.

An office in Tokyo gives Ministry coverage in Asia.

The ten international posts abroad and head office specialists are important links between Ontario's business community; the various branches of the Ministry's head office divisions; the regional offices throughout Ontario; and foreign industrial, commercial and service organizations.

The three geographical branches provide customer contact in the field; deliver abroad all the programs of the Ministry as well as those of other provincial government ministries and agencies; and ensure a continuous flow of high quality business leads which, following processing by head office staff, are offered to the business community throughout Ontario by the Ministry's regional offices.

From the offices abroad, and during visits to strategic locations



around the world, Ontario's international business counsellors conduct face-to-face business discussions with foreign industrialists and buyers. They continue efforts to promote the infusion of new technology into Ontario industry; to expand export markets for Ontario products abroad; and to

increase Ontario's participation in capital projects around the world.

Foreign entrepreneurs are encouraged to negotiate for joint ventures or licensing arrangements with Ontario firms; to locate new manufacturing establishments in Ontario; and to arrange for sub-contract production in the province. Buyers from around the world are selected to represent Ontario-made products.

Members of the Ontario business community approach Ministry head office consultants and offices abroad with specific requirements and visit directly, either individually or as participants in the Ministry's manufacturing-abroad missions, product-prospecting missions, sales missions, or technology-development missions; and as exhibitors in international trade fairs.

Ministry business counsellors abroad send international buyers to Canada to view Ontario products exhibited at domestic trade shows and to negotiate directly with manufacturers.

Comprehensive marketing and industrial development information and assistance provided by Ministry offices abroad results in meaningful appointments for Ontario's business community with foreign industrialists, selected buyers and distributors.

MINISTRY INTERNATIONAL OFFICES

New York, U.S.A.

Government of Ontario, Canada
Suite 1080, 1251 Avenue of the Americas
NEW YORK, New York, U.S.A. 10020
Tel. (212) 247-2744

Chicago, U.S.A.

Government of Ontario, Canada
Suite 1306, 233 North Michigan Avenue
CHICAGO, Illinois, U.S.A. 60601
Tel (312) 565-0858

Los Angeles, U.S.A.

Government of Ontario, Canada
Suite 1001, 606 South Olive Street
LOS ANGELES, California, U.S.A. 90014
Tel. (213) 627-3531

Brussels, Belgium

Government of Ontario, Canada
24 avenue des Arts, Bte. 7
1040 BRUSSELS, Belgium
Cable Address: ONTARIBRUSS
Tel. (02) 511-63-23

Frankfurt, Germany

Government of Ontario, Canada
Bockenheimer Landstr. 51/53
6000 FRANKFURT/MAIN, Germany
Telex: 41-416176 ONFRA
Tel. (0611) 72-80-44

Milan, Italy

Government of Ontario, Canada
Via Senato 7
20121 MILAN, Italy
Cable Address: ONTARIMIL
Tel. (02) 78-11-62

Paris, France

Government of Ontario, Canada
19 Ave. Montaigne
PARIS 75008, France
Tel. 720-73-70

Stockholm, Sweden

Government of Ontario, Canada
Stradvagen 7B
114 56 STOCKHOLM, Sweden
Cable Address: ONTARIHOLM
Tel. (08) 61-19-00

London, England

Government of Ontario, Canada
Ontario House, Charles II Street
LONDON SW1Y 4QS, England
Telex: 51-262517
Tel. (01) 930-6404

Tokyo, Japan

Government of Ontario, Canada
World Trade Centre Building R1219
4-1 Hamamatsu-cho 2 chome Minato-ku
TOKYO 105, Japan
Tel. 436-4355

NORTH AMERICA

The North America Branch is responsible for all aspects of Ontario exports into the U.S., for developing domestic sales across Canada, and for providing industrial development and selected incoming investments from the U.S. into Ontario.

Toronto-based staff cover six major trading areas of the U.S. and Canada; other important areas are covered from Ministry offices in New York, Chicago and Los Angeles.

During 1977, the business-opportunity mission program was broadened to include business-investment missions. Eight missions were held and attended by 746 key U.S. industrialists. An event with major impact on Ontario was the Ontario Premier's investment mission to New York City in May. At a joint meeting with the Canadian Club in that city, the Premier spoke to 400 top-investment members. This mission was highly successful with positive results

extending to several areas of relationship between the two countries.

Trade Missions

The trade mission program was considerably changed during 1977 with increased emphasis placed on assisting Ontario manufacturers to go alone (solo missions) to specific buying events. During the year, 43 companies participated in joint-mission programs.

Incoming Buyers

Foreign buyers are encouraged and assisted to visit Ontario. Appointments and facilities are arranged with Ontario manufacturers. During 1977, 42 such visits were arranged.

Trade Shows & Exhibitions

During 1977, Ontario manufacturers were assisted to participate in 13 trade shows and exhibitions in North America. Through this program, some 90 Ontario manufacturers were able to directly present their products to potential buyers.

Product Introduction Program

During 1977, this program helped 34 Ontario manufacturers to directly present their products in a sample-room display format to some 180 buyers. In 1977, PIP programs were held in New York City and Philadelphia.

In Philadelphia, 126 agents, representatives and buyers attended a two-day Ministry event. It is estimated that some ten representation contracts will result between the Ontario manufacturers and the U.S. buyers.

Export Consultation

Export consultation service is offered to Ontario manufacturers. Private, personal meetings are held to discuss all questions related to exporting to the U.S. In 1977, over 1,600 such consultations were provided.

Agents & Distributors

This program concerns the finding of satisfactory representatives to sell the products of Ontario manufacturers. During 1977, 974 representatives were found for Ontario manufacturers and 188 of them signed contracts. It is estimated that the first-year sample sales orders are in excess of \$25 million.

Industrial Development

A total of 53 contracts were signed by Ontario companies to manufacture and market products in Canada from U.S. sources under terms of joint ventures or general manufacturing licensing.

In addition, 15 contracts were negotiated for new manufacturing plants in Ontario.



A marketing research tour group from Hiroshima meets with Ministry officials. James Fleck (left), Ontario Deputy Ministry of Industry and Tourism, exchanges greetings with Tadayasu Yamanouchi, President, Hiroshima Chamber of Commerce.

EUROPE

The Europe Branch operates with head office staff of geographic territory consultants and offices in Brussels, Belgium; Frankfurt, Germany; Milan, Italy; Paris, France; and Stockholm, Sweden. Ontario House in London, England, delivers the Ministry's services throughout Britain and Ireland.

The Europe Branch covers 24 foreign countries.

On October 18, 1977, the Minister of Industry and Tourism opened a new Ministry office in Paris. This office joined five other Ministry offices in providing Ontario business people with industry, trade and tourism services throughout Europe, and acquainting European entrepreneurs with business opportunities in Ontario.

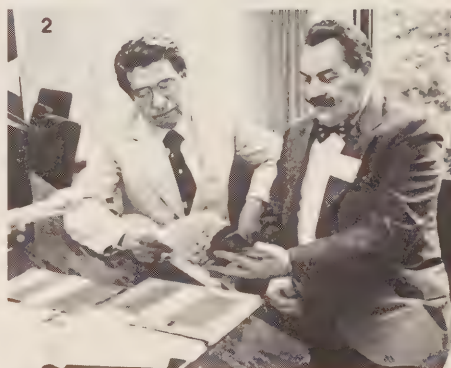
Last year foreign entrepreneurs were encouraged to negotiate for joint ventures or licensing arrangements with Ontario firms; to locate new manufacturing establishments in Ontario; and to arrange for sub-contract production in the province. During 1977, 203 buyers from Europe were selected to represent Ontario-made products.

Approximately 2,800 members of the Ontario business community approached the branch last year with specific requirements, or visited the branch's offices either privately or while as participants in Ministry missions or international trade fairs.

In 1977, 78 international buyers were sent to Canada to view Ontario products exhibited at domestic trade shows; and to negotiate directly with manufacturers.

Comprehensive marketing and industrial development information and assistance given by the branch's offices resulted in over 3,000 appointments for Ontario's business community with foreign industrialists, selected buyers and distributors.

During 1977, four successful business opportunity missions were carried out by the Europe Branch. Such missions are specifically designed to familiarize foreign industrialists and buyers with profit opportunities available in Ontario.



1. Ministry officials and members of a 1977 Chinese trade delegation.
2. Sid Oue, Japan Trade Centre representative, talks business with Harry Nellis, manager of the Ministry's office in Tokyo.
3. A task force on energy conservation in the plastics industry gets briefed before taking-off on a Ministry-sponsored technology mission to Germany and the U.K. Left to right: R. Arbic, Morval-Durofoam, Kitchener; R. Maraghi, Bayer (Canada) Inc., Toronto; J. Wheal, Shell Canada Ltd., Toronto; B.J. Furlong, Furlong Plastics Ltd., Toronto; Dave Dempster, Ministry of Industry and Tourism; Ron MacElwee, Union Carbide (Canada) Ltd., Toronto; Ron Hayter, Society of the Plastics Institute of Canada, Toronto.
4. Industrial Development Conference 1977 — nearly 200 delegates from all regions of Ontario attended this Ministry event to discuss municipal/industrial development.

SPECIAL AREAS

The Special Areas Branch maintains a Tokyo office which assists Ontario business people to penetrate the rich Japan-Australia-Far East market. Area desk representatives in Toronto, capital-projects and product-marketing personnel, service Africa, the Middle East, Asia, Southeast Asia, South America and Central America.

Commercial Liaison Section

Trade Missions

In 1977, 64 companies were assisted in their sales efforts in 15 countries, with a diversity of products from carpeting to sophisticated electronic gear. Countries visited: Australia, Iran, Venezuela, Columbia, Brazil, Argentina, Mexico, Guatemala, El Salvador, Costa Rica, Ecuador, Cuba, Bermuda, Trinidad, Barbados.

Incoming Buyers

During 1977, seven buyers brought in from five countries visited 66 Ontario manufacturers. Countries represented by buyers: Ecuador, Argentina, Iran, Pakistan, Turkey.

Market Workshops

A series of market workshops was instigated by the Special Areas Branch to familiarize Ontario manufacturers with market potential in countries such as Australia, Japan, Iran and the Caribbean area. Some 218 companies attended these meetings.

Investment Missions

Of particular interest during 1977 was an Ontario investment mission to the Far East led by the Premier and the Minister of Industry and Tourism. The mission spent several days in Japan and then proceeded to Hong Kong.

Capital Projects Section

International Seminars

An International Capital Projects Seminar was held in Toronto, April 19,

in co-operation with the Consulting Engineers of Ontario. The attendance of 195 included representatives of consulting engineers, contractors, architects, management consultants and equipment manufacturers. The seminar, which brought into focus the subject of international capital projects, received international press coverage.

A seminar on the operations of the African Development Bank was held November 24 with key members of the bank's operating staff providing information. It was attended by 70 senior people from the fields of consulting engineering contracting, architecture and management consulting.

Capital Projects Probes

Capital Projects Probes, comprising 19 companies, visited 11 countries during 1977. Consulting engineers, architects, management consultants and major equipment manufacturers investigated the potential for future projects in Iran, Egypt, Saudi Arabia, Kuwait, Tan-

zania, Morocco, Israel, Bolivia, the Philippines, Indonesia and Malaysia.

Manufacturing Abroad Probes

During 1977, four Ontario companies were assisted in their efforts to license their products for manufacture in countries into which they were prohibited (for economic or tariff reasons) from shipping the finished products.

Incoming Visitors

Six visitors were brought to Ontario from five countries for meetings with Ontario manufacturers to discuss equipment supply capability for projects in their country. These visitors came from Hong Kong, Indonesia, Saudi Arabia, Ecuador and Nigeria.

Industry Consultations

During 1977, more than 2,400 individual business consultations were held with consulting engineers, architects, contractors, management consultants and manufacturers throughout Ontario.



Members of a Ministry technology mission to the U.K. examine a freshly-produced product.

Small Business Operations Division

The objective of the Small Business Operations Division is to encourage and assist the small manufacturing, industrial, service and consumer enterprises throughout the province.

The philosophy to meet this objective is: Hire good people, give them autonomy and let them get on with their work. It's a concept that seems to work well in a division that locates itself wherever small business needs are found.

The division is the prime contact for business communities, municipalities and area associations. Division responsibilities embrace a wide range of activities to promote industrial devel-

opment; encourage and stimulate development of facilities and resources; assist exports; recommend new business locations; promote new technologies and assist technology transfer; expand markets for Ontario products; promote joint ventures and licensing arrangements; provide business counselling and liaison with government programs and research organizations; and generally assist service industries and small business entrepreneurs.

Supporting a field staff of more than 50 industrial development officers throughout the province, the Small Business Operations Division also maintains two major service branches at Queen's Park: Consultative Services and Selective Placement Services.

Field office staff, together with people at headquarters, promote and sell Ontario as the best place to be in business. All personnel have thorough knowledge of Ministry programs and services and keep abreast of industrial and business activities.

CONSULTATIVE SERVICES BRANCH

The Consultative Services Branch provides advisory and consultative services to manufacturing and service industries and to the retail segment of Ontario. The operation is divided into two sections: Manufacturing Services and Marketing & Financial Services.

Top-calibre consultants provide a full range of business services covering all aspects from management to technological and production advice.

Manufacturing Services

The Manufacturing Services Section provides professional consulting and advisory services in manufacturing, productivity, energy management and applied technology. Consultative advice is also offered to small businesses experiencing problems in converting to the metric system.

Productivity Improvement and Cost Reduction

This program is designed to assist small secondary manufacturers to increase their manufacturing efficiency and profitability. During 1977, 270 companies were provided with counselling advice. In addition, ten companies were supported financially under the Ontario Program to Enhance Productivity (PEP) to undertake feasibility studies to increase productivity.

Energy Management

Energy costs are escalating and to assist companies with energy management, the Ministry makes available a mobile service unit (Energy Bus) that is equipped with a mini-computer. An on-the-spot analysis provides a computer print-out that identifies potential energy savings. A total of 293 visits were made in 1977 that identified potential savings of \$12,105,500.

On the basis of total energy usage, these savings represent a reduction of



Ministry consultant, Ron Bushby (left), talks with Dave Riddle, General Manager, Reid Dominion Packaging Ltd., Hamilton, about efficient use of the company's machinery.

11.3%. The average potential savings per visit were \$41,315.

Counselling for Inventors

During 1977, the Ministry provided advice and information to over 600 inventors outlining what a patent and patent-search means, how to determine marketability, how to have a patent search conducted at the lowest cost, etc. In addition to counselling service, 11 inventors were financially assisted under the Program to Encourage Product and Process Innovation (PEPPI) to develop a prototype to

determine the feasibility of product manufacture.

Research and Development Incentive Programs

Under this heading two major programs are available to assist small secondary manufacturers. The Ontario Program for Advancement of Industrial Technology (OPAIT) has provided financial assistance to 18 companies to develop new or improved products and processes involving new technology.

The Product Design and Development Program (PDDP) has provided

nine small secondary manufacturers with financial assistance to upgrade the design of existing or new products.

Seminars

During 1977, the Manufacturing Services Section sponsored ten seminars on matters relating to energy management, productivity improvement and cost reduction, patents, copyrights, trademarks, industrial design and licensing. Held in different locations throughout the province, these events were attended by 569 companies or business entrepreneurs.

FIELD OFFICES

Today, Queen's Park quite literally comes to you. To make Ministry programs and services more widely known and accessible, Small Business Operations divides the province into five operational areas, each with its own main office. The five main offices are complemented by 15 district field offices, each strategically located according to the province's business needs.

Working closely with other divisions in the Ministry which have specialists relative to all aspects of doing business, the field offices offer and deliver all the business services of the Ministry. To expedite services more efficiently, field offices have decision-making autonomy in their respective areas.

CENTRAL-EAST ONTARIO:

Area office in Willowdale (Fairview Mall). District offices in Orillia and Peterborough.
Area Director, C.B. (Brian) MacConnell.

WILLOWDALE

Suite 480, 5 Fairview Mall Dr., Willowdale M2J 2Z1
Telephone: (416) 491-7680

ORILLIA

Sterling Trust Bldg., 2nd Floor
73 Mississaga St. E.,
Box 488, Orillia L3V 6K2
Telephone: (705) 325-1363

PETERBOROUGH

139 George St. N.,
Peterborough K9J 3G6
Telephone: (705) 742-3459

CENTRAL-WEST ONTARIO: Area office in Kitchener. District office in St. Catharines.

Area Director, R.J. (Bob) Halfnight

KITCHENER

305 King St. W.,
Kitchener N2G 1B9
Telephone: (519) 744-6391

ST. CATHARINES

Provincial Gas Bldg.,
15 Church Street, 4th Floor,
St. Catharines L2R 3B4
Telephone: (416) 684-2345

EASTERN ONTARIO: Area office in Ottawa. District offices in Brockville and Kingston.

Area Director, T.A. (Tom) Lillico

OTTAWA

220 Laurier Ave. W.,
Suite 900,
Ottawa K1P 5Z9
Telephone: (613) 237-6280

BROCKVILLE

143 Parkedale Ave.,
Brockville K6V 6B2
Telephone: (613) 342-5522

KINGSTON

Princess Anne Bldg., 4th Floor,
797 Princess St.,
Kingston K7L 1G1
Telephone: (613) 546-0174

NORTHERN ONTARIO: Area office in Sudbury. District offices in Timmins, Sault Ste. Marie and Thunder Bay.
Area Director, D.M. (Don) Grant

SUDBURY

767 Barrydowne Rd.,
Sudbury P3A 3T6
Telephone: (705) 560-1330

TIMMINS

273 Third Ave.,
Timmins P4N 1E2
Telephone: (705) 264-5393

SAULT STE. MARIE

120 Huron St.,
Box 1196,
Sault Ste. Marie P6A 5N7
Telephone: (705) 253-1103

THUNDER BAY

Ontario Government Bldg.,
435 James St. S.,
Thunder Bay P7E 6E3
Telephone: (807) 475-1325

SOUTHWESTERN ONTARIO:

Area office in London. District offices in Owen Sound and Windsor.
Area Director, D.C. (Dave) Watson

LONDON

195 Dufferin St., Suite 607,
London N6A 1K7
Telephone: (519) 433-8105

OWEN SOUND

Suite 104, Nor-Towne Plaza
1131 Second Ave. E.,
Owen Sound N4K 2J1
Telephone: (519) 376-3875

WINDSOR

250 Windsor Ave., Room 227,
Windsor N9A 6V9
Telephone: (519) 252-3475

Marketing and Financial Services

This section provides professional counselling and advisory service in the following areas: financial planning; small business management; marketing; advertising and packaging; general business improvement; distribution and shipping. In addition, new businesses are advised of licencing and regulatory matters and directed to appropriate issuing offices or regulatory bodies.

Marketing Assistance

More than 200 companies have received advice regarding development of marketing plans and strategies.

Financial Planning

In-depth assistance was provided to 35 companies during 1977 to help improve their financial management and planning skills.

In addition, financial-planning workshops were held in London, Brantford, North Bay, Thunder Bay, Cornwall, Kingston and Chatham. Representatives of over 350 businesses attended these seminars.

Topics covered at these events included: cash flow, financial analysis, inventory management, accounts receivable management, break-even points, etc. Participants were also advised on sources of external financing.

Counselling — Starting a Business

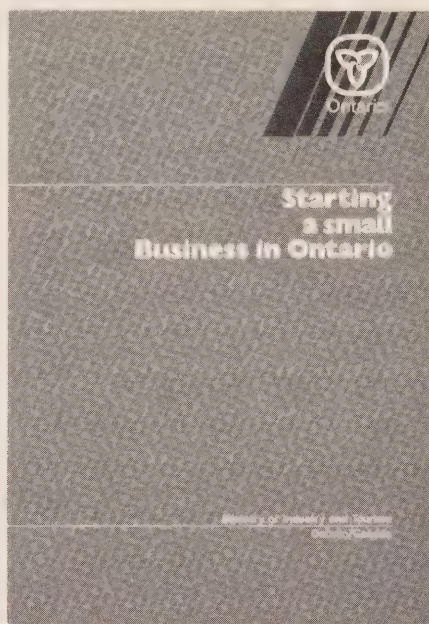
From over 500 enquiries personal interviews were conducted with more than 80 persons wishing to start new businesses. These were in-depth interviews covering all aspects of new business undertakings. This service is supplemented by the Ministry publication, *Starting a Small Business in Ontario*.

Small Business Management Development

This program helps the small-business entrepreneur in the manufacturing, service or retail sectors by providing a specialized personal consulting service. This program implements management development techniques in merchandising, advertising, administrative and financial controls. In 1977, the program was held in: Kenora, Carleton Place, Sturgeon Falls, Fort Frances, Smiths

Falls, Espanola, Kapuskasing and Parry Sound.

In all, 200 independent owner/manager businesses were assisted by this program.



This 80-page book details all aspects to consider when starting a new business in Ontario.

Marketing Workshops

These workshops provide an opportunity for the small-business owner/manager to discuss marketing methods, ideas and problems, with qualified marketing consultants on a one-to-one basis, with follow-up assistance as required. In 1977, workshops held in Toronto and London led to over 75 individual in-depth consultations.

"A" for Achievement Award

This award program is designed to recognize outstanding achievements made by companies in areas involving export sales, import replacement, new-product development, technological advancements and increased productivity.

Award-winning companies in 1977 (that received a scroll and flag from the Minister of Industry and Tourism) were: BATA Engineering, Batawa; Urethane Products, Mississauga; and Syd W. Collier, Toronto.

Transportation & Shipping

Advice is offered to small and medium-sized companies to help them determine the most economical method

of packing and shipping. Ministry personnel have access to the expertise provided by the Ministry of Transportation and Communications.

In 1977, 34 businesses were assisted with in-depth shipping and distribution cost analyses.

SMALL BUSINESS ASSISTANCE PROGRAM

This program provides an alternative resource for small Ontario businesses which need, but cannot easily afford, professional consultant services. It also provides summer employment for university business school students taking masters and doctorate degrees, giving them the opportunity to apply skills they have learned in the classroom to real and immediate business problems.

The program serves as an auxilliary resource for Ministry field offices and represents a direct line of communication between the academic world and the small business sector in Ontario.

Major financing of the program is through grants made by the Ministry. The program is active for 16 weeks between April-August. Student business consultants are selected on the basis of ability and interest by the business school faculty, one member of which will serve as co-ordinator throughout the program.

This co-ordinator and other faculty members provide direction, guidance and advice to the students from start to finish of each business assignment. The students also receive intensive briefings from faculty, business and government representatives knowledgeable in the small business field.

Throughout the program, liaison with and assistance from the Ministry is available through a field officer assigned to each university for this purpose. Various regional and other media are used by the Ministry and universities to bring the program to the attention of potential clients.

In 1977, 12 Ontario universities employing a total of 121 students, provided management and counselling to 764 small businesses in all parts of the province. Of these 41% were in the service category, 18% in manufacturing, 26% in retail, and the remaining 15% in various other categories. Areas of consultation included marketing 33%, accounting 30%, finance 20%, personnel and organization 11% and production and inventory control 5%. Of course, some clients required counselling in more than one of these areas. Some 66% of these businesses were either owner-operated or had no more than four employees. At the other end of the scale, 3% had 45 or more employees.

SELECTIVE PLACEMENT SERVICES

Recognizing the need for continued economic expansion through development of employment opportunities, this section has a two-point objective.

- To assist prospective immigrant entrepreneurs seeking to establish new business ventures in Ontario (which will create employment opportunities for Ontario residents) by evaluating the possibility of their proposal and providing an assessment to the federal Employment and Immigration Commission.
- To provide information and assistance to all Ontario employers in areas related to human resources—skilled and professional availability, domestic and international recruiting.

This section liaises with the Employment and Immigration Commission of the federal government and other

provincial ministries to ensure a continuing supply of skilled and professional expertise in order to create employment opportunities and enhance industrial and commercial technology.

The pilot project with respect to immigrant/entrepreneurs, which commenced in 1976, has been so successful that the Employment and Immigration Commission approved a standard procedure in November 1977, whereby prospective immigrants in this category would be referred to Selective Placement Services for the purpose of authenticating the viability of their proposal.

During 1977, 227 entrepreneurial cases were processed, creating an estimated 40-50 jobs per month and total monthly investment of approximately \$3 million.

Even with high unemployment, the demand for skilled and professional employees continued, and throughout the year there were recognized shortages in industry and commerce for personnel with eight or more years' experience. The main areas were energy, machine tool, telecommunications, computer software/hardware, aerospace and business systems.

The request for employer assistance during 1977 remained exceptionally high, this section receiving over 8,000 telephone calls and servicing 1,791 employers. Overseas recruiting programs were provided to 45 companies who were unable to fill their vacancies from within Canada. Their expenditures on advertising was \$162,000.

As a result of these programs, 1,159 offers of employment were made to applicants outside Canada who had the required skill and expertise to fill these urgently required positions, which in turn generated employment opportunities for Ontario residents.

Overseas recruiting and hiring of specialized skills is only undertaken after an extensive search has been completed for comparable talents in Canada, and where it is proven that the importation of such skills is imperative to the success and expansion of Ontario companies.

As a result of recruiting highly-skilled technical and professional experts from outside Canada, six new jobs were generated for each imported skill.



Before accepting specialized job-positions in Ontario, this group, like many, meets inside Ontario House, London, England, to hear about the amenities and social life in Ontario.

Division of Tourism

Tourism is a major component of Ontario's social and economic life. It is an important element in the Ontario citizen's leisure time; it sustains a very significant number of jobs and enterprises, and generates a substantial inflow of foreign exchange.

In 1977, tourism revenues in the province grew at a satisfactory rate. However, the increased number of Ontario tourists travelling outside Canada contributed to a substantial growth in the net unfavorable balance of trade on the tourism account.

The three branches of the Division of Tourism concentrated their attention on: efficient and effective promotion of Ontario to those markets judged to have the best potential; assisting the industry to upgrade and expand its facilities and services, and; representing in a balanced fashion the interests of the tourism industry at many government and private sector forums.

TOURISM MARKETING BRANCH

Marketing activities comprised a mass advertising and promotion campaign using television, newspapers, billboards and radio; programs to expand sales of Ontario tours, packages and facilities by the travel trade; programs to increase use of Ontario convention and meeting facilities; a travel counselling service supported by quality publications, special promotions

and on-going counsellor training; specialized publicity programs involving travel writers; and distribution of Ministry-produced travel films.

Advertising Media

The branch stressed use of television and magazines to create an awareness and favorable preception of Ontario. Newspapers were used to support these two media with timely information. Radio was used to stimulate impulse travel.

Television, newspapers and radio were used in the domestic market. In the United States, magazines, newspapers and radio were used, except in California where the Ministry's Los Angeles-based travel trade consultant was supported with a consumer and trade magazine campaign. Overseas, Ontario talked travel trade through our staff in London, Frankfurt and Tokyo where those offices were supported with advertising in the trade press.

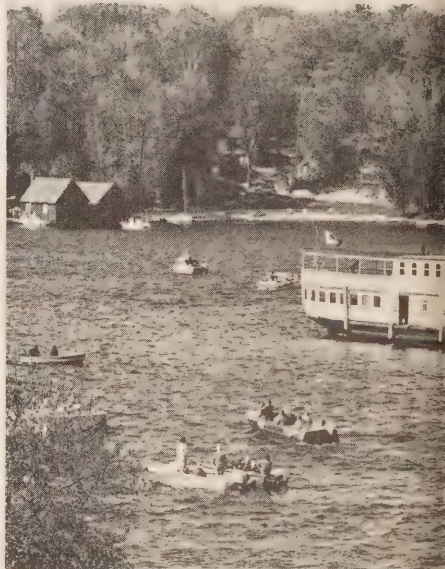
Advertising Strategy

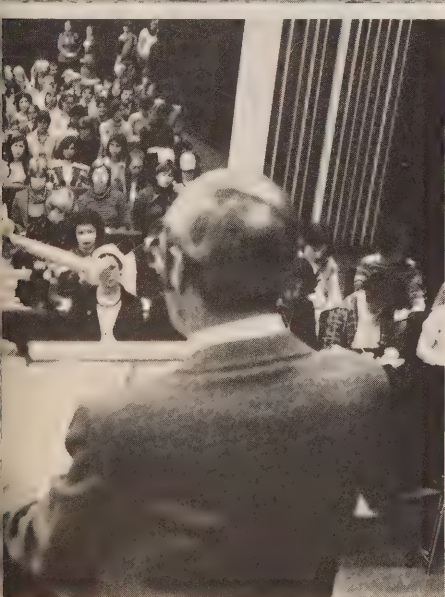
In Canada, the neighboring provinces of Quebec and Manitoba represent major markets for Ontario. Ontario, Quebec and Manitoba, with 69% of the total Canadian households and population of 15.4 million, generated 97% of the domestic vacation travel to Ontario. Ontario itself is its own best customer; 1976 travel expenditures in Ontario from all domestic sources were estimated to be \$1.8 billion.

The branch's 1977/78 advertising strategy concentrated on three Canadian markets: southern Ontario, Montreal (English and French) and Winnipeg.

Consumer promotion was directed at families with children in the middle-upper socio-economic groups under 50 years of age. Ontario was presented as an affordable, quality vacation destination with a variety of things to see and do. Consumers were encouraged to use the services of travel agents.

The branch spent the majority of its advertising funds in the U.S. with the purpose of stimulating higher awareness, favorable attitudes and an increased desire to travel in Ontario either via automobile or packaged tour. The U.S., with a high per capita





discretionary income, is Ontario's biggest foreign dollar producer in tourism and an excellent source of long-term future sales.

Consumer Advertising Campaign

In 1977, Ontario's markets were:

DOMESTIC—During an eight-week period April 4 - May 30, 13 television commercials were run in seven major Ontario markets, Winnipeg, Manitoba and Montreal, Quebec (English and French).

The domestic newspaper campaign consisted of color advertisements offering 'nuts and bolts' information to complement the television campaign. The campaign reached 15 domestic markets, including Winnipeg and Montreal, and ran for an eight-week period between May 23 - July 11.

The radio campaign ran in an eight-week period, June 27-August 21, and was directed to 11 Ontario markets promoting particular themes and attractions throughout the season, and detailing specific weekly and weekend events.

The domestic fall campaign consisted of a four-week newspaper and radio usage which began September 10 to stimulate impulse travel, primarily for weekend fall touring.

The year 1977 saw special emphasis placed on the Winnipeg market primarily through use of radio to stimulate impulse travel to north-west Ontario's "Sunset Country". As part of the overall spring/summer domestic campaign, the Winnipeg media mix included television to build awareness and newspaper ads supporting a radio campaign. The radio commercials urged Winnipeg residents to take weekend or week-long trips in "close by" Ontario.

1. Toronto's city hall is unmistakable — even when sculptured in ice and seen in Japan. Ontario Industry and Tourism Minister in 1977, Claude Bennett (left), Ontario Premier, Bill Davis, and Fred Boyer, Executive Director of the Ministry's Division of Tourism, pause to admire the sculpture during a 1977 Ontario tourism mission reception in Osaka.
2. Last of the great Muskoka steamships — the R.M.S. Segwun.
3. More than 850 tourism students attended Queen's Park seminars during 1977 to find out, first-hand, exactly how the Ministry assists Ontario's tourism industry.

INTERNATIONAL—(United States): During 1977, Ontario was featured as an attractive, first-class, all-seasons vacation destination. This message was aimed at adult vacationers, with minimum household incomes of \$25,000 and a college education, located in select U.S. states within 350 miles of the Ontario border, and other major markets with direct air links to Ontario.

Ontario's advertising encouraged longer stays and higher spending by continued emphasis against upscale wealthy and affluent audiences. Increased enquiries were stimulated through ads which suggested that readers "call collect" for more information on Ontario travel. Also emphasized was Ontario's differences as a foreign destination, its image, products and prices, ease of access and clustering of events and attractions.

To reach this audience, three interlocking marketing thrusts were used. Color ads were placed in selected national and regional magazines. These magazines' circulation covered broad geographical regions and by selective buying Ontario was able to reach an extremely high percentage of large upscale audiences.

A color newspaper advertising campaign was undertaken to heighten Ontario awareness to the mass travelling public. Ad placements were in large population markets such as Minneapolis/St. Paul, Cincinnati, Chicago, Pittsburgh, New York, Boston.

In markets within 150 miles of a border entry point, AM/FM radio commercials were used to stimulate the impulse mass traveller and also lend support to the magazine campaign.

During the months April-July, magazine advertising highlighted the pleasures of Ontario's outdoor and urban vacation areas. A series of seven ads appeared in six monthly and three weekly publications reaching almost seven million American homes.

In the more distant U.S. markets (150 to 350 miles from Ontario) a color newspaper campaign was implemented featuring a compendium of appeals designed to persuade Americans that a motor trip pays dividends in the delights of an Ontario vacation. The campaign ran in the Sunday travel sections of 23 newspapers from May 1-July 24. The overall theme was ease of

access to Ontario, with a variety of things to see and do and the fact that travel packages were readily available.

Radio provided a timely, persuasive and highly-flexible vehicle to support the newspaper campaign in the U.S. The U.S. radio campaign consisted of 60-second spots on AM and FM stations. These were aired in the U.S. gateway markets adjacent to Windsor, Niagara Falls, Kingston, Fort Frances and Thunder Bay from June 6-July 25. The AM radio campaign promoted events, attractions, price and product, along with a sense of urgency for impulse travel. The FM schedule sought to attract the upscale market and its message was image, resorts, attractions and events coupled with some price/product.

INTERNATIONAL—(Outside United States): During 1977, the branch decided to expand its marketing thrust in the lucrative travel market of West Germany and continued with its multi-faceted consumer and travel-trade promotion in the Frankfurt area which began in 1976.

Germans, research reveals, consider Canada in the top five as a long-haul travel destination. The purpose of Ontario's Germany-directed campaign was to continue to heighten awareness and promote Ontario as a new, novel and prestigious vacation-land. The campaign was targeted at higher income, better-educated family groups. Powerful themes such as Niagara Falls, pioneering (forts), motorhomes, boating/water/beaches and fishing were used.

Travel Counselling and Publications

The branch is responsible for publishing a wide range of books and brochures designed to tell travellers about Ontario and help them get the most out of Ontario once they get here.

During 1977, the branch's Travel Counselling Services continued to experience a demand for increased and more accurate information. The branch's mail enquiries increased, over 1976, by 22%; the telephone enquiries increased by 20%. In order to stimulate increased use of the telephone as a means of disseminating information more efficiently, the branch's advertising encouraged readers and listeners to "call collect" the branch's head office

Travel Counselling Service. Collect calls were received mainly from throughout the United States and Ontario.

Tourism publications were distributed to nearly 2.5 million visitors through the Ministry's travel information centres. In addition, publications were distributed by 170 recognized



Curl up with a good book tonight...

Everything you ever wanted to know about vacations in Ontario but were afraid to ask. Our 1977 Travel Agents' Manual. Get yours. Call John Brisbin, Exec. at 416-967-9911 or write c/o Travel Trade Services, Ontario Ministry of Industry & Trade, 100 Bay St., Toronto, Ont. M7A 2L5

Ontario/Canada



Willkommen, Bienvenue, Welcome

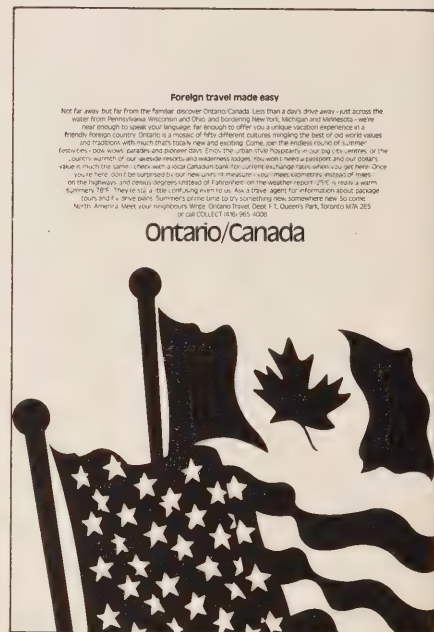
Ontario/Canada

travel information centres and the twelve regional travel associations within the province. Outside Ontario, publications were made available through the offices of the Canadian Government Office of Tourism, auto clubs and travel agencies.

The Traveller's Encyclopaedia of

Ontario is the flagship publication of the branch's tourism literature, describing in detail Ontario's 12 travel areas, including points of interest, attractions, events and suggested sightseeing tours. Each travel area section in the Traveller's Encyclopaedia has a corresponding portion of the official Ontario road map plus a list of all information centres in the province. This publication incorporates interesting historical facts and humour to entertain and interest the reader.

The bilingual *Heritage Highways* booklet was produced jointly by Ontario and Quebec to describe the route that begins in Niagara Falls and ends at the Percé Rock of the Gaspé Bay Peninsula. This highway has been



designated by route signs through both provinces. Consumer demand for this publication was generated by a major television and newspaper campaign co-sponsored by Ontario, Quebec and the Canadian Government Office of Tourism.

Four seasonal *Events* booklets were produced which outlined nearly 1,000 things to see and do in Ontario during each season.

The *Hunter's and Fisherman's Ontario*, provided information on fishing and hunting regulations, where to stay, when to come and how to get here.

The *Accommodation Guide* provided information on lodging facilities

such as location, prices, pools, pets, etc. in order that the traveller be presented with a wide variety of accommodation choices.

Camping provided detailed information on all private and provincial campsites throughout the province. In addition, information was available on canoe trips and packages, hiking, back-packing and camper rental.

Boating contained information on all marine facilities, with maps and specific water routes throughout Ontario and details of things to see and to along those routes.

Winter detailed the facilities available for downhill skiing, cross-country skiing, ice-fishing, snowmobiling and winter camping.



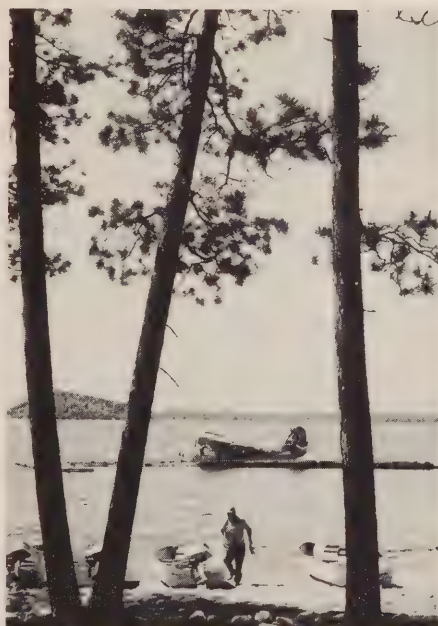
In co-operation with the Ontario Ministry of Transportation and Communications, this section distributed the first metric designed *Ontario/Canada Official Road Map*.

The *Travel Counsellor's Directory* gave full particulars on Ontario's well-known and little-known attractions and events to assist the counsellor in providing answers to the vacationer's questions.

Travel Trade and Convention Services

Supplementing the consumer advertising campaigns in North America was an extensive program directed towards the travel trade, as well as to convention and meeting planners.

During 1977, the branch continued to tap the rich potential of California and the southwestern U.S. with a sustained advertising campaign in the publication *Travel Age West*. In the balance of the U.S., a hard-sell campaign was directed at the travel trade in the publications *Travel Agent*,



Selling Travel, *Travel Age East*, *Travel Age South* and *Travel Age MidAmerica*. Closer to home, a similar campaign in the Canadian market was featured in the publications *Canadian Travel Courier*, *Canadian Travel Press* and *Canadian Travel News*.

Throughout North America, a

series of four color advertisements were used during April-September.

This program was designed to create an awareness of Ontario's many and varied vacation possibilities and to inform the travel industry of the branch's specialized services and publications which were available in support of their sales activities.

A co-operative promotional effort with North Central Airlines resulted in the extensive promotion to the consumer and travel trade of tour packages destined to northwestern Ontario and Toronto. North Central Airlines projected a revenue to operators participating in their northwestern Ontario package of over \$400,000.

For the first time, all advertisements extended an invitation to the North American travel-trade industry to "call collect" and obtain details regarding tour packages, available merchandising aids and information concerning itinerary planning, co-operative promotional opportunities, suggestions on commissionable accommodation facilities, sightseeing and tour program development.

Of particular importance to convention and meeting planners was the advertising program featured regularly in specialized publications. A positive invitation was extended to discuss their requirements and take advantage of the branch's services in seeking a suitable Ontario meeting site. To planners seeking assistance, an offer of co-operation was also extended in the dissemination of meeting leads to Ontario convention bureaux, chambers of commerce, resort properties and individual members of Ontario's accommodation sector. In the U.S. market, *Successful Meetings* magazine carried the message; *Canadian Association Executive* magazine was used in Canada.

To promote Ontario as a desirable vacation destination in the rapidly expanding overseas markets, an extensive program of travel-trade advertising was maintained and supported through the Ministry's tourism promotion officers in London, Frankfurt and Tokyo. In the German-speaking market, a program of black and white print advertising was featured in *Der Fremdenverkehr* and *Touristik Aktuell* and similar advertising was placed in

Travel News in the U.K. market and *DIT* in the Dutch market.

Advertisements were carefully designed for each market area to achieve maximum impact in accordance with known travel habits and vacation requirements of prospective visitors from each country. Ad insertions were scheduled April through November.

In Japan, two color ads were featured in the *Japan Travel Journal*, in which Ontario's natural and man-made attractions of appeal to tour groups were highlighted.

To service the needs of the travel industry in selected markets, several pieces of reference and promotional literature were introduced in appropriate language versions.

The *Travel Agents Manual* (at home and abroad) provided travel agents with information necessary to plan tours and itineraries, and to identify those facilities, products and services which could be sold at the customary travel agency commission.

The *Convention and Meeting Guide* was designed to inform meeting planners as to the range and quality of Ontario's meeting and convention facilities.

The *Ontario/Canada Tours* publication presented a compendium of package tours and services to encourage prospective visitors to use the services of travel agents.

A selection of seven *Tour Shells* was made available for use by travel agents

to facilitate their preparation of Ontario tour programs.

Four color posters have been produced depicting various Ontario scenes.

Publicity/Promotion

In 1977, publicity promotion activities included: a Visit Ontario Media Program consisting of editorial tours conducted for select and top-quality tourism influencers in the print and electronic media fields; distribution of Ministry-produced films throughout Canada, the U.S. and overseas; and regular distribution of travel news releases to Canadian and American dailies, weeklies and broadcast outlets.

The branch developed two one-minute promotional film fillers on Huronia; shared the cost with a film production company of gathering northern Ontario footage for 13 one-hour TV specials to be produced by the CBC; and revised the sound track for the Metropolitan Toronto Zoo's promotional filler.

To extend prompt and efficient travel counselling throughout Ontario, the branch continued its co-operative travel program with the T. Eaton Company called "Ontario Alive". The eight-week promotion was advertised through radio, newspaper and Toronto transit advertising. Special travel information centres were located in Eaton's stores and staffed by trained travel counsellors.

ONTARIO TRAVEL ASSOCIATION PROGRAM

Each of the 12 regional travel associations in Ontario, having met Ministry criteria, were eligible for funding under the terms of the Ontario Travel Association Program (OTAP).

OTAP provides for an outright \$35,000 administrative grant and \$50,000 in cost-sharing monies for programing purposes. The cost-sharing is determined on the basis of a 90% contribution from the Ministry for approved programs in northern Ontario, a 75% contribution in eastern and central Ontario and a 50% contribution in the rest of the province.

The administrative grant is designed to ensure the employment of full-time professional staff. The cost-sharing monies are designed to ensure execution of sound marketing strategies and identification of related development opportunities.



During 1977 every Ontario travel association took advantage of OTAP to accomplish basic marketing requisites such as publications, sportsmen and trade-show promotion, radio, television, newspaper and magazine advertising and travel counselling. As well, every travel association covered the marketing basics and, in a majority of cases, co-operated closely with Ministry activities.

Ontario Travel Associations

ALGOMA KINNIWABI

Suite 3
553 Queen St. E.
Sault Ste. Marie
P6A 2A8
(705) 254-4293
Con Schmidt, President
Bruce McLeod, Manager

ALMAGUIN NIPISSING

336 McIntyre St. W.
Box 351
North Bay
P1B 8H5
(705) 474-6634
Kenneth Spry, President
Vernon McKinnon, Manager-Director

CENTRAL ONTARIO

277 George St. N., Suite 208
Box 191, Peterborough K9J 6Y8
(705) 745-3780
Robert Kennedy, President
George Coling, Manager

COCHRANE TIMISKAMING

Box 1162
Timmins
P4N 7H9
(705) 264-9589
Ulrich Treskow, President
J. Aldo Campagnola, Manager

EASTERN ONTARIO

Landsdowne Travel Centre
Landsdowne
K0E 1L0
(613) 659-2188
A.C. Casselman, Chairman
William A. Elliott,
Managing Director

GEORGIAN LAKELANDS

Simcoe County Complex
Midhurst
L0L 1X0
(705) 726-9300
Robert Downing, Chairman
Boyd Robertson, Secretary-Treasurer

METROPOLITAN TORONTO

Eaton Centre Galleria
Box 510
220 Yonge St.
Toronto
M5B 2H1
(416) 979-3133
Thomas E. Barber, President
Brian Nidderly, Manager

NIAGARA AND MID-WESTERN

370 Main St. E.
Suite 107
Hamilton
L8N 1J6
(416) 522-8351
Paul Randorf, President
Margaret Sharkey,
General Manager

NORTH OF SUPERIOR

107 Johnson Ave.
Thunder Bay
P7B 5E9
(807) 344-6659
Keith Jobbitt, President
Ray Atkinson, Manager

NORTHWEST ONTARIO

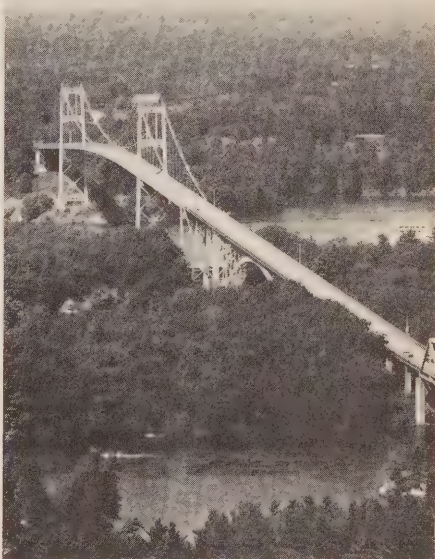
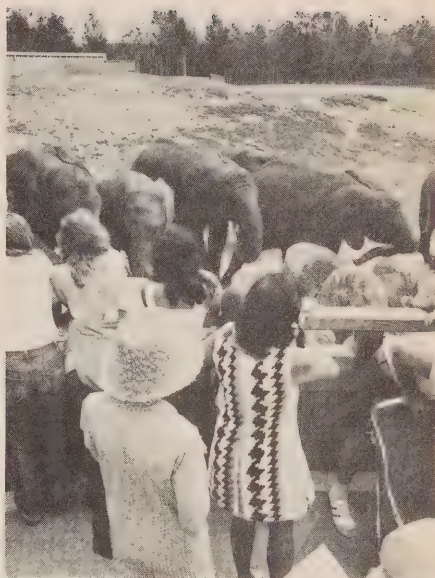
Box 725
Dryden
P8N 2Z4
(807) 223-5987
Albert J. Kast, President
Allan Hovi, Manager

RAINBOW COUNTRY

1769 Regent St. S.
Sudbury
P3E 3Z7
(705) 522-0104
Maury East, President
William L. Smith,
General Manager

SOUTHWESTERN ONTARIO

Suite 200A, Park Lane Place
186 King St.
London
N6A 1C8
(519) 679-0211
Miss M. Tanner, President
William F. Morgan, Managing
Director



TOURISM ONTARIO

1977 represented the second year in which the Ministry worked closely with Tourism Ontario (the federation of Ontario's trade and travel associations), to enable the industry to undertake extensive research on major industry issues and continue work on the Ministry's grading of commercial accommodation feasibility study.

Tourism Ontario's board of directors includes representatives from the 12 travel associations, the four Ontario accommodation trade associations (Resorts Ontario, Northern Ontario Tourist Outfitters, Ontario Hotel and Motel Association, and the Ontario Motel Association) and the Ontario Restaurant and Foodservice Association.

In addition to on-going liaison with the Ministry concerning the grading feasibility study, Tourism Ontario presented briefs to the government of Ontario concerning the Workmen's Compensation Board, labor legislation, general taxation and the Ontario Development Corporation's tourism loan policies.

TOURISM DEVELOPMENT BRANCH

The healthy growth of tourism in Ontario requires both the improvement of existing services and facilities and the development of additional new tourism product. The Tourism Development Branch is closely involved with the industry in working to meet both these goals. The branch's efforts are channelled into three functions: industry improvement, planning and project development.

Industry Improvement

The branch's commitment to the upgrading of current and future operations was exercised through the Industry Improvement Section. This section provides technical and business counselling to would-be entrepreneurs in the tourism industry. As well, through its involvement in the Ontario Development Corporation's tourism loan program, it suggests modifications to present operations to encourage greater profitability. Additional activities include special industry-related studies and training programs.

Several tourism manuals were published on planning and management in specific work areas such as group business (meetings, seminars, banquets), ski-resort operation, outpost camp operation, front desk. These manuals are widely used not only in Ontario but elsewhere in Canada. International tourism organizations praised them as valuable modern technical guides.

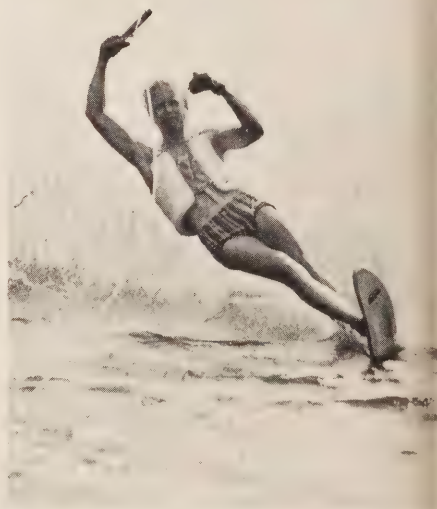
The section maintains a documentation service dealing with outstanding achievements, innovations and profitable work methods concerning every one of the tourism industry segments—accommodation, food and beverage, and activities and services.

In co-operation with Tourism Ontario, the umbrella organization for the province's tourism trade associations, the section finished the feasibility study of grading of commercial accommodation in Ontario.

Active co-operation was given to a team of industry leaders in a pioneer study of training needs of Ontario's hospitality industry. A practical work program was established to professionalize trades people in the hospitality industry by strengthening their skills, productivity and pride of job. The trades categories reviewed included chefs, cooks, barmen, maitre d's, waiters, front-desk operators and housekeepers. Another objective of the branch is the development of a reliable system to certify job skills.

Planning

Principal achievements under this heading were the completion and publicizing of detailed studies to identify tourism investment and development opportunities.





These studies focused on opportunities of potential interest to the private sector.

Three different areas were examined: Sault Ste. Marie-Wawa in northeastern Ontario; Trenton-Cornwall and Renfrew-Kingston in eastern Ontario.

The studies were thoroughly discussed and analyzed at public seminars in Sault Ste. Marie (for the Sault Ste. Marie-Wawa study) and Cornwall, Arnprior and Kingston (for the two eastern Ontario studies).

As a result of the three area studies and public presentations, the interest of a number of developers and entrepreneurs has been stimulated or heightened via potential investment opportunities suggested in documents. Further advice and assistance is being provided under various Ministry programs.

These three area studies flowed logically from the broad provincial overview, Framework for Opportunity, which was completed in 1976. This document suggested a province-wide strategy for tourism development. Framework for Opportunity continues to generate interest in private-sector tourism development and the highlights of the study have been condensed into a short film for easy presentation.

During 1977, assistance was rendered to a number of other groups interested in planning for tourism development including, in particular, the Town of Wasaga Beach.



Inter-provincial tourism development meeting hosted by Ontario.

A conference was held in Timmins concerning development opportunities and strategies in northeastern Ontario. This conference was held in co-operation with the Cochrane Timiskaming Travel Association and other provincial government ministries.

Project Development

Project development concentrated on many tourism development proposals, some of which might require the province to provide the catalyst to ensure future private development. These proposals are being studied to determine what opportunities exist for development and what may be the resulting economic benefits to the province in general, and the regions in particular. Some proposals from outside sources were of a conceptual nature and required substantial refinement before their feasibility or desirability could be established.

Among the studies underway is the Renfrew County Timbertown engineering and planning study. The proposed Timbertown attraction is based upon the square-timber and lumbering era of the Upper Ottawa Valley. A land-optioning program for approximately 550 acres of land in Renfrew County was also undertaken.

Substantial educational content is inherent in the presentations offered by Timbertown, but the entertainment component will take priority. Of specific importance will be the performance of craftspeople who will make their products in public view and offer them for sale. The lifestyle, arts and crafts, music, folklore, mythology and literature of the square-timber and fur-trade era in Renfrew County will provide dramatic and colorful entertainment and amusement.

The branch is also working with the Muskoka Steamship and Historical Society on the continuing restoration of the R.M.S. Segwun, the last steamship to sail the Muskoka Lakes.

Positive results from a financial feasibility study conducted by consultants on the proposed Muskoka Steam Theme Attraction indicate significant potential exists for this private sector development opportunity. Meetings are being planned with private investors to develop further interest in the project.

**TOURISM
OPERATIONS
BRANCH**

The main objectives of this branch are to stimulate additional tourism development and employment in the province, improve and expand facilities, increase efficiency of tourism organizations and to better inform travellers.

To facilitate this, the branch provides services to existing and potential operators, owners and developers. Assistance is also given to municipalities, tourism organizations, and the public through travel information centres.

**Consulting and
Development Services**

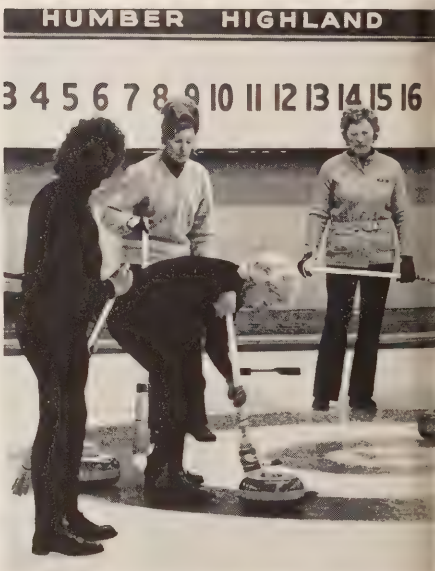
Prospective owners, investors and developers are advised on site location, local facilities, suitability of proposals, government programs, sources of financing, size and type of facilities, feasibility studies, construction standards and designs, and by-laws which may affect proposed development.

Tourism owners and managers are advised on a variety of subjects including marketing and promotion, brochure production and design, financial management, bookkeeping, staff training, rate structures, and their dealings with other ministries and government agencies.

Municipalities

Municipal liaison is undertaken in areas related to economic development, planning and regulation. Efforts are made to create an awareness within the community of the importance of tourism development and promotion.

Municipal by-laws regarding tourism development and operation of tourist facilities are reviewed to ensure, as much as possible, that they provide controls desired by the municipality without unnecessarily impeding the development and operation of appropriate tourism facilities.



Tourism Organizations

Tourism industry consultants provide an advisory and supervisory service to the managers and executives of the Ontario Travel Associations that operate in each of the 12 travel regions of the province. Close liaison is also maintained at both the local and area level with tourism trade associations, chambers of commerce and tourism committees to keep them aware of Ministry programs and to assist them in their programing. Assistance is also given in planning and conducting meetings, seminars, training sessions and special events.

Travel Information Centres

Nine, year-round, travel information centres are operated throughout the province. An additional nine centres are operated from mid-May to mid-September at important border-crossing sites. Eighteen service centres along highway 401 are serviced with travel counsellors during the months July and August. At all travel centres, a full range of maps, travel brochures and reference material are maintained by staff who are trained to provide travel counselling on all areas of the province.

In addition to regular travel counselling services, the Barrie Travel Centre on highway 400 features a special program to promote tourism in Ontario through the electronic and print media.

Reports on special events, autumn colors and winter skiing, snowmobiling and ice fishing conditions are prepared at frequent intervals and used by the media. The ski-conditions reporting program is a joint venture between the Ontario Ministry of Industry and Tourism and the Ontario Ski Resort Association.



Barrie Travel Centre reporting.

TOURISM BUSINESS OFFICES

ARNPRIOR
146 John St. N.
(613) 623-3153

BARRIE
Hwy. 400
(705) 726-0932

BROCKVILLE
143 Parkedale Ave.
(613) 342-5522

FORT FRANCES
283 Church St.
(807) 274-3250

HUNTSVILLE
15 Main St. E.
(705) 789-4448

KITCHENER
305 King St. W.
(519) 744-6391

KINGSTON
Princess Anne Bldg.
(613) 546-0174

KENORA
808 Robertson St.
(807) 468-6481

LONDON
195 Dufferin St.
(519) 433-8105

NORTH BAY
1500 Fisher St.
(705) 472-9660

ORILLIA
73 Mississaga St. E.
(705) 325-1363

OWEN SOUND
1131 Second Ave. E.
(519) 376-3875

OTTAWA
220 Laurier Ave.
(613) 237-6280

PETERBOROUGH
139 George St. N.
(705) 742-3459

ST. CATHARINES
Suite 401,
15 Church St.
(416) 684-2345

SAULT STE. MARIE
120 Huron St.
(705) 253-1103

SUDBURY
767 Barrydowne Rd.
(705) 560-1330

THUNDER BAY
435 James St. S.
(807) 475-1325

TIMMINS
261 Third Ave.
(705) 264-5393

WINDSOR
110 Park St. E.
(519) 252-8368

WILLOWDALE
5 Fairview Mall
(416) 491-7680

ONTARIO ALL-YEAR TRAVEL INFORMATION CENTRES

BARRIE
Hwy. 400
(705) 726-0932

CORNWALL
903 Brookdale Ave.
(613) 933-2420

FORT FRANCES
285 Church St.
(807) 274-3250

HILL ISLAND
Hill Island
(613) 659-2108

NIAGARA FALLS
5629 Falls Ave.
(416) 358-3761

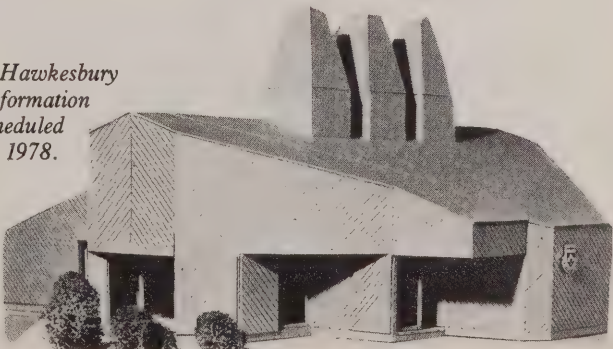
OTTAWA
220 Laurier Ave.
(613) 237-6280

SARNIA
Blue Water Bridge
(519) 344-7403

SAULT STE. MARIE
120 Huron St.
(705) 253-1103

WINDSOR
110 Park St. E.
(519) 252-8368.

Model of Hawkesbury Travel Information Centre scheduled to open in 1978.



Ontario House, London, England

Ontario's activities in the United Kingdom are centralized at Ontario House, under the overall direction of the Agent General. Ministry services are made available through the Business Development Branch, Tourism, Selective Placement, and Information Sections.

AGENT GENERAL

Representational and other activities on behalf of all Ontario government ministries are the responsibility of the Agent General. Arrangements for visits by high-level committees, delegations and government personnel are dealt with. This involves liaison with British government departments, public bodies and institutions and includes setting-up itineraries, conferences and appointments.

Visitors during 1977 included the Premier of Ontario, the Lieutenant Governor, government ministers, senior government staff and non-governmental bodies. Represented were: Ontario Hydro, 14 separate Ontario ministries, The Niagara Escarpment Commission, a special

committee on the quality of working life in Ontario, and various social and cultural groups.

BUSINESS DEVELOPMENT BRANCH

Ontario manufacturers seeking business contacts in the U.K. took full advantage of expert and highly-specialized introductory services during one of the busiest years on record.

The activity reflected an increased interest among the province's manufacturers in diversifying their activities by acquiring new products and know-how for production in Ontario under license or through joint venture. Meetings were arranged for some 80 manufacturers from Ontario with over 630 British companies: a further 131 companies were introduced by correspondence to 508 British manufacturers. Contact is now being sought with Ontario companies who are looking for new products to manufacture and who wish to take advantage of this service.

Export markets in the U.K. and Ireland were investigated by 189 Ontario manufacturers and agriculture and food producers who visited Britain.

Arrangements were made for them to meet 699 importers, buyers and agents. By correspondence, a further 400 Ontario companies were provided with 1,321 sales or agency enquiries.

Individual trade shows held by 13 Ontario companies in the Iroquois Room display centre attracted over 500 visitors who placed orders estimated at \$2.5 million. The display centre is available to Ontario companies for product launches, marketing promotion and seminars in the U.K.

Ontario manufacturers and agriculture and food producers were directly assisted in obtaining U.K. sales worth \$13 million, plus 88 distribution arrangements. Through U.K. based international trading corporations, five major Ontario manufacturers were aided in completing distribution or business development arrangements in the Middle East, Far East, and African territories. The branch organized (at Stratford-upon-Avon) the first overseas conference of the Ontario white-pea bean industry. It was attended by 90 British and European processors and traders and identified a market worth \$30 million annually.

Other activities include: making arrangements for Ministry-sponsored sales, new product, know-how, techno-



Ontario business people continue to use Ontario House in London, England, as a base from which to penetrate the U.K. market.

logy and food and commodity missions; as well as organizing participation at trade exhibitions and assisting visits by Ontario municipalities seeking new industries.

TOURISM

Ontario can look forward to approximately 300,000 visitors from Britain in 1978, 80,000 from Holland, and significant increases from the Scandinavian countries over the 1977 figures. All are territories covered by the Tourism Section. Bookings from the U.K. to Canada and Ontario are up from ten to 40% compared with the same period last year, according to travel-trade sources.

Motorhome holidays appear to be a great favorite with tourists from Holland, if bookings for 1978 through the Dutch auto club are any indication. Much interest is also shown in the new VIA CN and CP passenger rail services across Canada, according to the VIA offices in London, which expects to sell several hundred package tours in 1978 with the majority of them starting off in Toronto.

Travel-trade advertising, participation in group promotions with tour agents, airlines and other Canadian tourism bodies, individual visits to tour

operators, and bulk literature distribution, are continuing activities of the Tourism Section.

SELECTIVE PLACEMENT SERVICES

Selective Placement Services looks after the needs of Ontario manufacturers seeking highly qualified and experienced technical and professional personnel for positions that cannot be filled from Canadian sources. Operations are within the framework of controls limiting the hiring of non-residents.

Some 60 Ontario companies registered their specialized requirements with the section, and overseas recruitment was carried out on behalf of 45 companies for 526 unfilled vacancies. Representatives from 42 of these companies used Ontario House to interview 1,299 pre-screened candidates from a total of 4,071 applications. Over 95% of vacancies were filled.

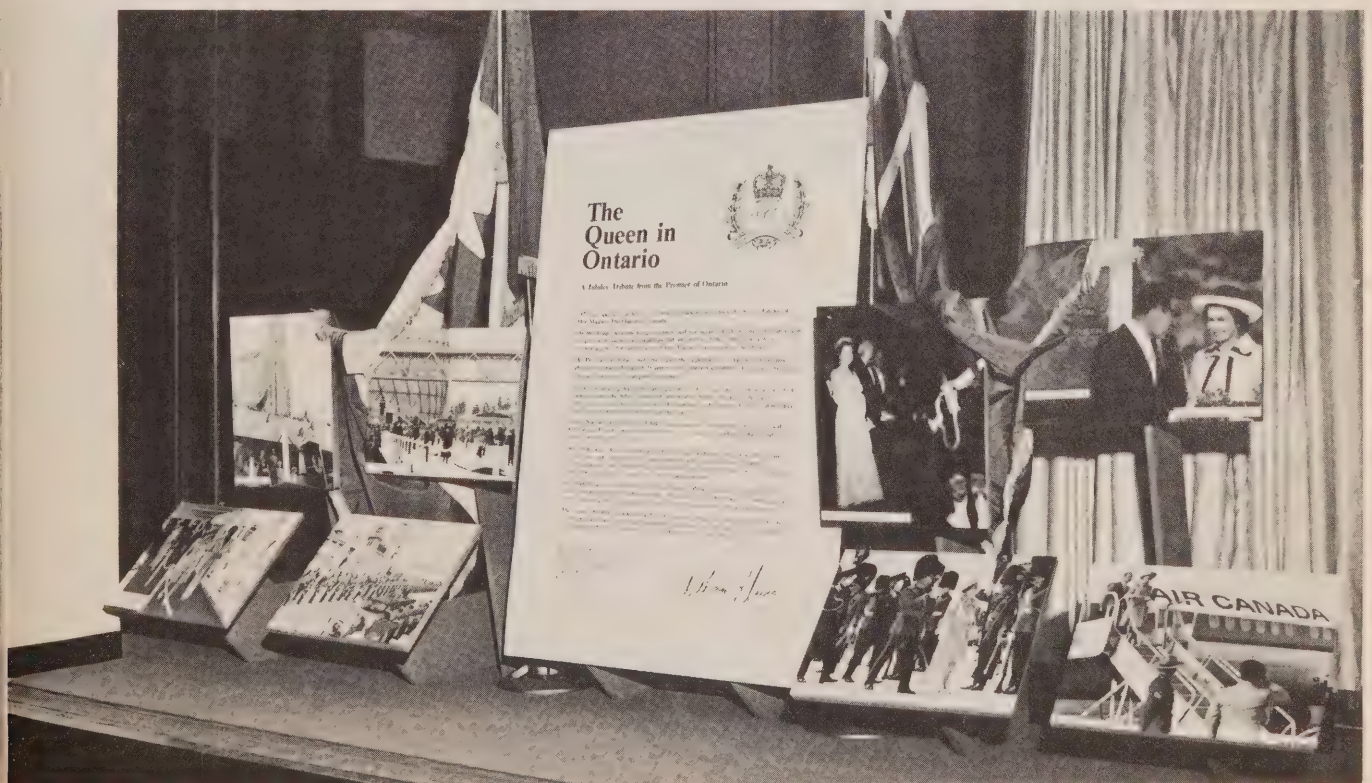
The services of Selective Placement have recently been extended to assist the small-business immigrant and such entrepreneurs are already generating new employment opportunities for residents of Ontario.

INFORMATION SERVICES

Promotional assistance for Ontario manufacturers wishing to launch and market new products in the U.K. is made available through compiling and issuing technical and consumer-type press releases, as well as organizing press conferences on their behalf. Public relations services are also provided for Ontario ministries, organizations, cultural and social groups.

Other activities include: editing and publishing *Ontario Bulletin* issued eight times a year to carry news and information on the province to over 7,000 U.K. readers in industry, trade, tourism, business associations and the media; organizing window displays featuring Ontario industrial, commercial and consumer products, together with tourism, cultural and prestige subjects; providing photographs, information and articles for the U.K. media; and operating a library of Ontario films. Through the Ministry's Visit Ontario Program, arrangements were made for 15 British and Dutch journalists to visit the province.

Ontario House window display in 1977 acknowledged the Queen's Silver Jubilee.



Business Success Stories

Water-Eze found it easy with trade missions

"Every trend creates its profit-makers," and Shirley Shore, president of the London, Ontario firm, Water-Eze Products Ltd., is determined her company will be one of them.

The company, incorporated in 1976, makes plastic indoor watering hoses for plants.

"Start with a good price, and low profit. Put the product on the market and you open the door for future sales," Mrs. Shore says.

And that's exactly what she did.

Less than a year after beginning production she started to look beyond the Canadian and U.S. markets and ventured into Europe.

Last September she participated in a Ministry of Industry and Tourism mission program. During a two-and-a-half week period she made 14 presentations to agents and distributors in Germany, France, Holland and England. Enquiries from interested

business people in Scandinavia and Trinidad have also started coming into the office.

Encouraged by the success of the September mission, Mrs. Shore joined a Ministry trade mission to Austria and Switzerland in February 1978 as an associate member.

Along with the planned introduction of Water-Eze into more European countries, the U.S. distribution is also expected to broaden in 1978.

"While plants as a decorating accessory is a relatively new trend in North America as compared with Europe, the whole plant trend will continue to be a good selling item for a few years yet," Mrs. Shore said.

Since the company started production and penetrated the Canadian market, imports have almost disappeared. All parts for the Water-Eze, with one exception, are manufactured locally. ♡



Thanks to Ministry-sponsored trade missions, the Water-Eze plastic indoor watering hose for plants, illustrated by Water-Eze employee Susan Horglad, now sells around the world.

Trips to Iran open door to \$3 million

For the largest producer of residential and industrial doors in Canada, Iran has proven to be a highly successful market.

Alec Stermac, vice-president of Premium Forest Products Ltd., Scarborough, returned from a Ministry of Industry and Tourism trade mission to Tehran in October 1977 and early in 1978 concluded a \$3 million sale of doors to Iran.

"It takes a great deal of time to bring in that first order when you're trading with the Mid-East," Mr. Stermac said. "My first trip to Iran was in 1976 and it was a year-and-a-half later before my initial contacts bore fruit. Now we are supplying doors for housing being built by the National Iranian Oil Company."

Mr. Stermac has been to Iran four times and early in February 1978 was off again, this time to examine physical sites where his company's doors are being used. "There are tremendous climatic differences in Iran and we need to ascertain problems which might arise from this."

As well, Mr. Stermac said his company has been asked to supply kitchen cabinets and mouldings. He said he hoped on this trip to develop relationships "outside our primary area of supply so that we can interest other Ontario firms in seeking trade with Iran."

Premium Forest Products is a \$30-million-a-year business with plants in Toronto, Wingham and Calgary supplying doors across Canada and a wholly-owned subsidiary in Ireland supplying the European and British markets.

Mr. Stermac said he next hopes to develop markets in Saudi Arabia.

"Efforts to develop these Mid-East markets are enormous compared with Europe. But we feel it is certainly worth it and all indications are that we will be successful there for some time to come," he said. ♡

Mechron enjoys 'powerful' international reputation

When it comes to power equipment, Mechron Engineering Ltd., has a 28-year reputation of over 3,000 power system installations.

The wholly-Canadian owned company specializes in design, manufacture, distribution, installation and maintenance of high-quality power equipment and systems—anything from 2 KW through 2,000 KW.

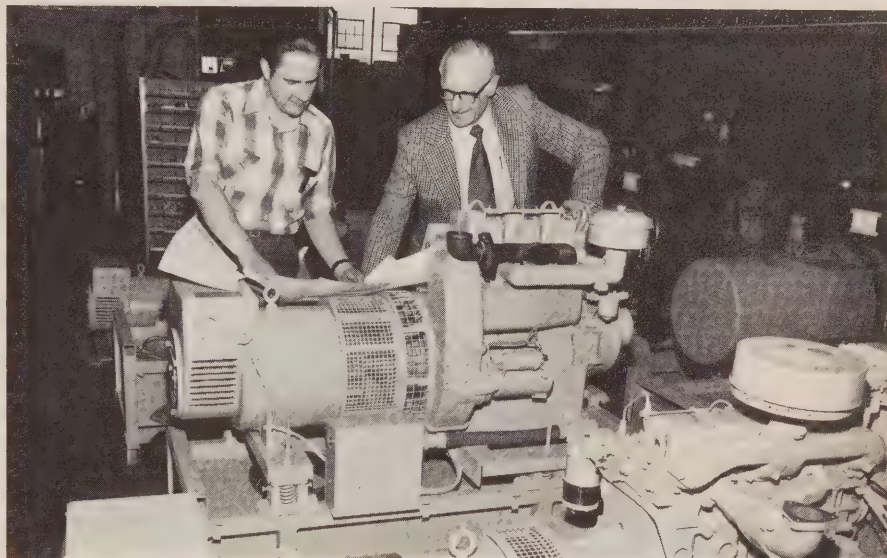
Mechron's product lines include prime, stand-by, mobile and uninterruptible power equipment and systems; automatic controls and instrumentation; static control systems; intake-exhaust silencers; engine exhaust purifiers and air-pollution control equipment.

The company's 75-man staff—including professional electrical and mechanical experts, technologists and technicians—are located in Ottawa with engineering and sales offices in Toronto, Montreal and Quebec City.

According to Brian Ruiter, senior estimator, Mechron equipment can be found in such unique places as mountain tops and the Arctic Circle.

"The company embarked on an enthusiastic export program five to six years ago," says Mr. Ruiter. As a result Mechron equipment and expertise can now be found in Ecuador, Guyana, Bermuda, Iran and China.

However, the company still considers Canada a major market for its products. Most of Canada's air and microwave systems bear the Mechron name. In Ontario alone, more than 200 customers have shopped and bought Mechron. Installations include hospi-



Brian Ruiter, Mechron senior estimator (right), studies schematics with technician Hans Rant. In the foreground, two prime-power, diesel-electric power generating sets for export.

tals, pumping and sewage stations, laboratories, airports, universities, shopping plazas, theatres, mines, banks and defence systems.

Other applications of the company's products have included 32 specially-designed power sets installed on board the Canadian Confederation Train and Road Caravan that crossed Canada during Centennial Year.

When Air Canada wanted a power system to guarantee precise, uninterrupted power for its massive ReserVec II reservations and scheduling computer which operates 24-hours a day, Mechron engineered, supplied and installed the \$1.5 million project. The company also filled the \$2 million order in 1964, for the 4,000-mile CN-CP link

between the Air Canada computer and its terminal offices that linked Montreal and Vancouver. The company had previously installed prime power, stand-by power and flywheel no-break sets in the eastern section of the line to the Maritimes.

Twenty years ago, in the day of the Pinetree and Mid-Canada defence lines, Mechron expertise and experience provided power to these two vital national defence aircraft detection and communications systems.

Following identification by Jim Brown, international marketing consultant with the Ministry of Industry and Tourism, of an order in the Philippines for a prime-power system, Mechron shipped a system last summer. ♡

Briars Estates facelift and expansion—thanks to ODC

Briars Estate, a 36-year-old inn on Jackson's Point, underwent a substantial face lift and expansion in 1977 thanks, in part, to a \$200,000 loan from the Ontario Development Corporation.

John Sibbald, Briars' owner, came to the decision that a massive addition would bring his establishment into the year-round conference and seminar market. Total cost of the project was \$1,500,000.

The addition of 30 guest rooms, a

meeting room and a dining room has more than doubled the operation. Before the expansion, the Briars offered 34 guest rooms and nine cottages during summer months. Some cottages have been winterized bringing the total guest occupancy to 100 in winter and 160 in summer months.

The Ontario Heritage Foundation granted Sibbald \$30,000 to restore a 140-year-old house on the property. The restoration has enhanced the

existing historical theme and charm at the Briars.

An accommodation, dinner and theatre package is being developed in conjunction with the Red Barn Theatre for this coming summer.

A total of 20 new jobs have been realized because of the expansion. Seven additional jobs will be created in the peak summer months. ♡



George Allen, President, Electrical Contacts Ltd.: "Trade missions open up doors".

Hanover firm's technology "on par with Germans, Japanese, Americans"

Convinced that his "make-and-break" electrical-contact business would never survive unless he tackled the export market, George Allen, president of Electrical Contacts Ltd., Hanover, went on an Ontario government trade mission to the United Kingdom in 1973. That proved to be the beginning of his company's marketing success. A year later he was in Brazil with another mission and then visited Spain and Italy.

"Each mission opens up doors, provides us with new contacts and an opportunity to see what potential customer's needs are and whether we can fill them," he says. "After that, it's up to us to do the selling."

In 1972, the company was encouraged to locate in Hanover (then considered a depressed area), with a forgivable loan from the Ontario Development Corporation. The loan paid for part of the building and equipment.

Electrical Contacts is the only company in Canada making electrical contacts by the powdered metallurgical process. Its products—contacts for circuit breakers used in everything from household appliances to heavy industrial switchgear—use precious and semi-precious metals such as silver, nickle, copper, tungsten, molybdenum and cadmium-oxide. The process requires atmosphere-controlled furnaces, with temperatures to 3,000°F. to

avoid shrinkage and oxidization.

Today the wholly-Canadian owned company has a 10,000 sq. ft. plant, close to 30 employees and expects to hit \$2 million sales during 1978. With major markets in the U.S. and U.K. accounting for close to \$1½ million in sales, George Allen is tirelessly developing new markets as far afield as Argentina and the very highly-technical German market.

"On the technology side, we're on par with the Germans, Japanese and Americans in this business," he said. The company's export market accounts for 75% of production.

George Allen plans a plant expansion and special new equipment, totalling some \$200,000, that could be in operation by the fall of 1978 if an automotive-parts contract he is currently working on comes through. The new business would mean jobs for another 15 employees—a 50% staff increase.

Mr. Allen is enthusiastic about support from the Ministry of Industry and Tourism. "They're a good group of people to work with. They really understand your problems. I'm convinced that many more companies would do more exporting if they were prodded more. The trouble is, they get frustrated—we all do—with the red tape. If they only stuck with it a little longer and persevered..."

Ontario location meant incentive loan plus energy savings

When a company decides to establish a plant in another country many factors affect where it will be located.

In 1974, after careful study of a number of possible locations, Pluswood Inc. of Oshkosh, Wisconsin, decided that Atikokan, Ontario, would be the ideal site for their company to build.

Atikokan had good access to poplar and birch supplies which could be used for the manufacture of particle board; it had good transportation, utilities and manpower.

Construction of the plant began in 1975 and Pluswood of Canada Inc. started production in January 1976.

The 146,000 sq. ft. plant now employs 116 people who make the particle board—80% of which is slated for export to U.S. customers and 20% for domestic users.

In 1976, the company also received a Northern Ontario Development Corporation business incentive loan for \$1 million.

The firm, like many others, has become increasingly conscious of energy costs and last summer took advantage of the Ministry of Industry and Tourism's energy bus services. Suggestions from the energy consultants along with the company's own energy management program helped it realize substantial energy savings.

Tourism missions spelled success for Toronto firm

European and Japanese tourism trade missions arranged by the Ontario Ministry of Industry and Tourism have been catalytic in the recent success of Canadian Odysseys, a Toronto-based ground handler.

Introductions to foreign tour wholesalers were arranged with the help of the Ministry's overseas offices to determine the market potential of incoming tour groups.

From these initial contacts, the need for Ontario-based, special interest tour operators was discovered. Canadian Odysseys stepped in to fill that need for a growing number of tour wholesalers in Ontario's overseas markets. Confidence and reliance of these wholesalers on Canadian Odysseys has increased group tour business to the province.

Canadian Odysseys concentrates on custom tailored tours for European and Japanese special interest and study groups. Their work with overseas wholesalers has created a new and innovative tour for French tour groups visiting the province.

Canadian Odysseys received additional help from the Ministry with assistance in specialized literature for their overseas customers. ♡

Hotel Waldhorn provides Wasaga Beach higher accommodation profile

The first phase of a 53-room resort/hotel project was completed during 1977 in Wasaga Beach under the name Hotel Waldhorn.

Owners Karl Fuhre, Sr. and Karl Fuhre, Jr. see the establishment as a first step to reviving the image of Wasaga Beach as a tourist destination. Upgrading the accommodation standards in Wasaga is the prime goal of the father and son team.

Phase one of the Hotel Waldhorn was completed at a cost of \$455,000; a loan of \$354,000 being provided by the

Ontario Development Corporation. A meeting room, 66-seat dining room, 76-seat lounge and 15 hotel rooms were included in the initial building stage.

The project began in 1974 with the purchase of a run-down cottage resort. Existing buildings were demolished and the Hotel Waldhorn subsequently built by Fuhre, Sr.'s construction company.

Fuhre Jr., graduate of a two-year hotel management course at Georgian College, will manage the new inn. He has gained practical experience in Switzerland, Austria and Canada. ♡

Ontario company stands out in oceans explorations

While oceanology has really begun to develop only in the past five years, an Ontario company already stands out.

Fathom Oceanology Ltd., Port Credit, incorporated in 1968, is a wholly-Canadian owned company. Export markets account for 85% of Fathom's production.

"Our prime product," says Neville Hale, vice president, "is an integrated submerged towing system that provides the electronics industry with the ability to tow sensor packages at depth and at speed underwater."

The product is a package consisting of a towed "fish," a faired cable and a winch—the means for launching and recovering a system.

Fathom is adept at transferring developed technology into the private sector—specifically in supplying equipment to the oil exploration industry for surveying hydro-carbons, bottom profiling of the ocean and side-scanning the ocean's topography. This work led the company into a mix of military and commercial projects.

Fathom currently supplies systems to the U.S., Swedish, Brazilian, Canadian, British and French navies. A recent contract to supply six systems to the Italian navy and four systems to the Spanish navy brought the company \$6 million, their biggest single contract. It took four years of persistent contact to

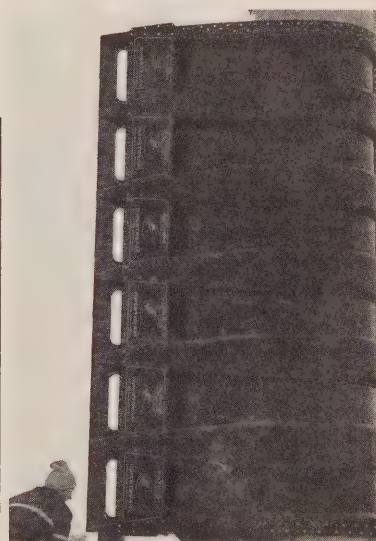
achieve, said Mr. Hale.

"Oceanology means working in the sea," says Mr. Hale. "That means off-shore drilling and pipe-laying which is a huge industry with many problems. We've developed a product called Pipestream fairing for the off-shore drilling industry that will prevent oscillation due to vortex shedding of the drill riser."

The fairings, each weighing 700 lbs., are 50 feet long and have a plastic outer coating permitting them to freely articulate and follow ocean currents. Costing \$576,000 each, they have a natural buoyancy in water that renders them weightless. According to Mr. Hale, virtually nothing was known about vortex shedding five years ago.

Fathom, which has 45 employees—mainly mechanical engineers, electrical controls people and marine engineers—has just completed a \$1.5 million contract for "a towing system of gigantic proportions" in the central Pacific Ocean. The system uses a five-mile long cable in a search for manganese nodules that carry a rich ore body consisting of manganese, copper and nickel.

"In the future we see a need to take a very good look at pipeline problems," says Mr. Hale. His company has already begun talks with the British and Norwegians about laying pipe on the



Prototype of Fathom's Pipestream fairing.

ocean floor in the North Sea where vortex shedding—the wake generated by water flow which causes pipes to vibrate and become fatigued—has become a serious problem.

Neville Hale credits the Ontario government because it "gave us a venture capital loan and we have export roll-over financing from the Ontario Development Corporation which has meant that we have sometimes been able to get a contract by not having to insist on progress payments. It's been the difference between success and failure of Fathom," he said.

Company personnel have been on several Ministry of Industry and Tourism trade missions. ♡

Ontario film producer experiences cosmic success

Nelvana Ltd., a Toronto-based animation house, has set a precedent in marketing a half-hour, fully-animated program entitled *A Cosmic Christmas*.

The original script was the recipient of a writers' award sponsored by the Ontario Ministry of Industry and Tourism. A cash prize of \$5,000 gave Nelvana time and funding to develop the project into a major money maker.

In Canada, *A Cosmic Christmas* was sold in English and French to CBC and Radio-Canada. In the U.S., Viacom, television syndicators, placed the program with NBC-owned stations.

An added bonus for the production comes from the sale of *A Cosmic Christmas* to the non-theatrical market. Three hundred prints have been ordered for school and library use in the U.S. constituting the largest order of its type ever in Canada.

The ten-month production schedule ending in May 1977 employed a great number of Canadian artists found mainly among graduates of Sheridan College's animation course. According to producer Michael Hirsh, the school turns out high-quality animators and acts as a never-ending source of



Created in Ontario, the 1977 film production "*A Cosmic Christmas*" was a cosmic success.

personnel for this very exacting field.

The musical score for the production was written and sung by Sylvia Tyson, one of Canada's foremost songwriters.

Nelvana Ltd. intends to continue making holiday specials for the time being. As a young company founded

in 1972, it has unearthed a winning formula and will stay with it until the time comes to branch out.

Nelvana is in production for its next holiday special entitled *The Devil and Daniel Mouse*, a Halloween show slated for the 1978 fall season. ♡

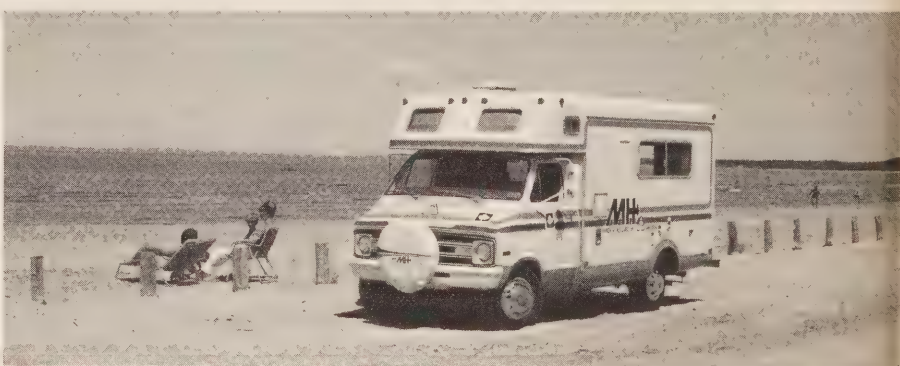
Motor-home holidays really catching on in Ontario

A good idea, corporate ambition and the co-operation of the Ministry of Industry and Tourism have resulted in overwhelming success for Toronto-based Motor Holidays this year.

Motor Holidays formulated the idea of renting motor homes to incoming European tourists. With this idea, they coupled their working knowledge of German tourism wholesalers and a desire to expand their clientele.

As a member of tourism trade missions to Germany, France and England, Motor Holidays was introduced to additional wholesalers to increase their exposure in the tourism marketplace.

Their product was so well received by European travellers that Motor Holidays are now hard-pressed to meet the demand for their motor homes. Demand increased as their reputation grew



One of more than 200 Motor Holidays' vehicles available to Ontario tourists.

to the point of handling 10,000 passengers annually.

International exposure is cited as a prime reason for Motor Holidays' success. The company now has more than 200 motor homes for rent to tourists across Canada and in the U.S. in Florida and Los Angeles.

In conjunction with the Glendale Corporation of Oakville, Motor Holidays has created a new motor home built specifically for rentals. Produced in Ontario, the new vehicles will add to Motor Holidays' fleet and benefit the economy. ♡

Policy and Priorities Division

As announced in January 1977, the Policy and Priorities Division was created to consolidate and co-ordinate the research, planning and policy advisory functions of the Ministry. Accordingly, this new program was developed by realigning the functions of planning, Ontario government metric conversion co-ordination, research activities from all operating divisions, and sector analysis activity.

The objective, simply stated, is to ensure that Ministry resources are properly focused to provide maximum input to the industrial and economic well-being of Ontario.

The division undertakes to identify key short-and long-term issues; to develop and recommend government policies and objectives; and to evaluate the implementation of government programs in support of industry and tourism, to ensure they are on target and have appropriate cost-benefit ratios.

INDUSTRY AND TRADE ANALYSIS BRANCH

This branch identifies and analyzes important environmental and structural issues fostering or hindering business growth in the province, with a view to recommending appropriate Ministerial initiatives.

A major focus of the branch's activities in 1977 was the co-ordination of Ministerial input to the development of the Ontario government position with regard to GATT (General Agreement on Trade and Tariffs) negotiations in Geneva.

Other key branch activities relate to the provision of research and program-related services to the Ministry's operating divisions, and responding to information requests of the business community.

Industry and Trade Analysis Section

The policy analysis undertaken in 1977 focused on key issues that affected the business environment of the province and those that were a reflection of the problems and opportunities inherent in its industrial structure.

Trade policy was the focus of much of the branch's analysis in 1977. The GATT research project involved a large number of studies that identified industry-specific impacts of trade liberalization, examined the proposed NTB codes, stressed the issue of safeguards and fair trade, developed an exceptions methodology, and focused on the importance of appropriate adjustment assistance measures. This work was a major input into the Ontario government's official submission to Ottawa on concerns related to the Multilateral Trade Negotiation.

Another major theme of trade policy analysis was Canada-U.S. relations. Here, the emphasis was on the auto pact and the potential for reducing the trade imbalance and increasing parts production in Ontario.

Much attention was also focused on factors inhibiting growth in the Ontario business sector and on identifying means of encouraging increased efficiency and competitiveness of manufacturing.

The deterrent effects of government regulations on business activity were analyzed and an economic impact assessment procedure is currently under review. The appropriateness of proposed federal competition policy regulations to the development of a viable internationally-competitive manufacturing sector in the province was examined and the regulatory approach found wanting.

An examination of factors deterring tourism growth was undertaken and this was used as an input into the Ministry's tourism policy.

The impact of changes in minimum-wage legislation on the manufacturing and tourism sectors also received careful scrutiny and Ministerial policy was determined accordingly. One key initiative coming out of the work undertaken on productivity and competitiveness was the establishment of sector committees which would focus

on industry-specific problems and opportunities.

Energy developments and their potential impact on the Ontario manufacturing sector became an increasing priority as 1977 progressed.

Market Research Section

The main function of the Market Research section is to assist Ontario industry to secure reliable and up-to-date information on domestic and foreign markets. It has produced 82 market profiles on foreign countries, 38 of which were revised and updated during 1977.

The section has also produced 47 commodity profiles on individual products, outlining size and nature of market, import competition, export potential, and feasibility of manufacturing by small businesses in Ontario.

In addition, 675 industrial and commercial inquiries were processed in 1977 covering a wide range of topics such as, locating domestic suppliers and trade associations, estimating various marketing costs, obtaining statistics on manufacturing shipments, wages and exports, and getting acquainted with trade rules and regulations of foreign countries.

The following publications are revised and updated each year to provide current information on Ontario's industry and economy.

Ontario in Statistics: An up-to-date, six-page data sheet on gross provincial product, population, labor force, agriculture, mining, manufacturing, construction and exports.

Ontario Exports by Countries and Commodities: A booklet providing an overview of Ontario exports by world regions, countries, major commodity sections and leading commodities, with charts and tables.

Doing Business in Ontario: An introductory guide to persons considering establishment of a business in Ontario, providing highlights of relevant laws and regulations, business climate, labor, taxes and government incentive programs. Published in English, French, German, Italian and Japanese.

These publications, updated each year by the Ministry's Policy and Priorities Division, provide fresh information on Ontario's industry and economy.



of the tourism sector was conducted to identify opportunities and strategies towards optimizing growth of the industry. Surveys were conducted to improve the data base and to monitor changes in preferences, travel patterns, and expenditures by Ontario and out-of-province residents.

STRATEGIC PLANNING BRANCH

The growth of overall government expenditures, the changing industrial climate and the demand for fiscal restraint have created a need for more efficient administration of government budgets, and more effective policy and program initiatives.

In the Ministry of Industry and Tourism, a strategic planning process was initiated in September, 1977. Its purpose was to provide a coherent framework for the operation of the Ministry and to serve as a guide for the direction, development and evaluation of Ministry policies and programs.

The objectives were: to obtain a more effective mix of policies and programs to meet the changing needs of Ontario business; and to increase the efficiency with which they are implemented.

The major steps were to: identify key issues facing Ontario business; establish Ministry goals and objectives based on key issues; develop policies and programs; set targets for programs and policies; and evaluate results to ensure that Ministry activities are effective and efficient.

The planning process will allow the Ministry to respond, with constructive policies and programs, to changing international, domestic, political and economic factors. Planning will also include development of contingency plans to allow the Ministry to adapt to changing circumstances within the shortest possible time.

A planning committee has overall responsibility for the plan, and includes senior management at the executive director level, the assistant deputy

INDUSTRY SECTOR POLICY BRANCH

The economic climate in Ontario is strongly influenced by the status of its manufacturing and tourism sectors. The role of the Industry Sector Policy Branch is to monitor the business environment, identify its economic problems and opportunities, and develop policies and plans for their resolution.

Sector Analyses

In 1977, detailed analyses were made of several sectors of the manufacturing industry in Ontario by consultation with industry and associations and by internal research. From such evaluation, industry-sector profiles are being prepared to define the current status of specific industries and to establish what problems must be addressed by government and industry. These profiles will permit discussion with industry leaders and associations for

development of joint courses of action to eliminate or alleviate problems and to take advantage of business opportunities in the changing environment.

FIRA

The Federal Foreign Investment Review Agency screens certain proposed changes in foreign direct investment in Canada. Since these decisions can be of great significance to the status of provincial industry, Ontario is consulted on all proposals significantly affecting this province. The Industry Sector Policy Branch co-ordinates the responses of the Ontario government to the Foreign Investment Review Agency.

Special Studies

A number of special studies were conducted during 1977. These included analyses of various briefs and proposals from industry and the federal government relating to specific industry sectors.

Tourism Policy and Research

Several studies were undertaken in 1977 to support and direct Ministry activities related to tourism marketing and development. A comprehensive review

minister, deputy minister and the minister. Major responsibilities are to: identify issues and priorities; prepare plans with resources required; and develop implementation guidelines and evaluation approaches.

The Policy and Priorities Division, through its Strategic Planning Branch, has a special function in relation to the development of the plan. The division provides, on a regular basis, papers on the business environment, back-up services and indicates priority concerns. This year's planning cycle will culminate in the development and presentation of a Ministry annual and multi-year plan in August, 1978.

METRIC & STANDARDS SECRETARIAT

This secretariat has successfully implemented a system in all

ministries to monitor progress of metric conversion in the Ontario government and to co-ordinate Ontario government metric conversion programs with those in the private sector.

The secretariat has also prepared a schedule of Ontario government acts and regulations which require change to facilitate conversion in the private sector.

During 1977, the secretariat represented Ontario at several inter-provincial meetings and serves as the main contact with the federal government on matters relating to metric conversion.

In the area of standards, the secretariat reviewed the GATT (General Agreement on Trade & Tariffs) Code of Conduct for Preventing Technical Barriers to Trade and submitted comments to the federal government.

The secretariat also prepared and submitted comments reflecting the Ontario government's viewpoint on the proposed criteria and procedures for accreditation of certification organizations prepared by the Standards Council of Canada.

Similar reviews and comments were made concerning proposed national standards submitted to the Ontario government by the Canadian Government Specifications Board.

During 1977, a new strategic planning process was designed to provide a coherent framework for the operation of the Ministry. Discussing the plan are David Barrows (left), Strategic Planning Branch; Red Wilson, Executive Director, Policy and Priorities Division; and Reed Cooper, Director, Strategic Planning Branch.



Communications

The Communications Division of the Ministry of Industry and Tourism provides services in public relations, advertising, writing, photography, graphics, publications, audio-visual and film production, exhibits and communications consultation.

Planning

The Communications Planning Unit works with the operating divisions of Industry and Trade, Tourism, and Small Business Operations in developing the necessary research and planning of all phases and types of communications.

Advertising

The Advertising Services Section provides planning and consulting services to the operating divisions of the Ministry. Working with the Ministry's advertising agencies, the section produces print, TV and radio campaigns, as well as individual advertisements, to inform the public and promote the Ministry's industry, trade and tourism projects, events and seminars.

The section is also responsible on a government-wide basis for purchasing, through the province of Ontario's Agency-of-Record, all advertising space and time required by all ministries, agencies, boards and commissions. Last year, this centralized purchasing program in domestic newspapers, magazines, radio, television, transit and outdoor media totalled about \$10 million.

Another government-wide responsibility of the Communications Division is creating and co-ordinating the series of advertisements in weekly newspapers and ethnic media which inform the non-urban and ethnic communities of Ontario about government services available to all citizens of the province free of charge on request. This series is known as the Government Information/Communications Program (GI/CP)—or "Ontario 20", the Queen's Park mailing address for inquiries prompted by the ads.

The section also provides an in-house graphic and design service.

Editorial Services

News releases, speeches, statements, newspaper and magazine articles, brochures and editing assistance are provided by this section. Responding to the Divisions of Industry and Trade, Tourism, Small Business Operations, and Policy and Priorities, this section produced more than 150 news releases during 1977 and prepared some 50 speeches and statements for the Minister.

Photographs of Ministry activities and events, Ontario's tourist attractions, natural beauty and industrial sites are taken and processed for various publications and audio-visual presentations.

Providing service to the public and the media, the photographic library offers more than 31,000 negatives and color slides filed under a cross-reference system. During 1977, more than 7,600 black and white prints and 17,500 color slides were distributed. Other ministries use the library extensively to illustrate their publications and annual reports.

Editorial and photographic services are extended to produce an employee publication, *Enterprise*, ten times yearly. An external magazine, *Ontario Business News*, published bi-monthly, keeps some 17,000 people in the Ontario business community up-to-date on economic developments and activities.

Promotion and Information

Through the Visit Ontario Program, the services of the Communications Division are extended internationally. Professional journalists from key tourism market areas, particularly the United States, Europe and Japan, tour Ontario attractions with Ministry escorts. Directly resulting from this program, hundreds of foreign publications featured Ontario as a travel destination during 1977.

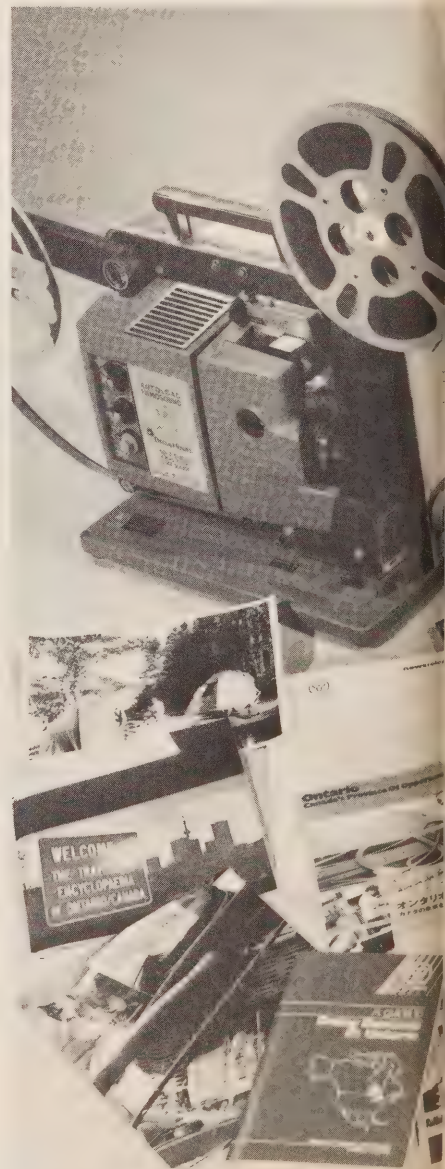
Foreign business writers often visit Ontario, too. During 1977, a Ministry-sponsored Capital Projects Seminar received international press coverage. Prominent business journalists, representing publications in the U.S., U.K., Mexico, Middle East and Africa were invited to attend the Toronto event.

Publicity mission programs ac-

quaint representatives from various Ontario tourism areas with the latest developments in other tourism jurisdictions.

Audio-visual presentations are produced from the planning stage to completion. These productions are created to attract tourists and investment to Ontario. In 1977, this section completed 16 new audio-visual titles.

A film-library service is maintained by this section. Films of feature length, 16mm color and sound, and short television fillers, are offered for screening to the general public and for use on television. During 1977, Ministry films promoting travel and



Ontario Place

Over 3,077,000 visitors in 119 days made 1977 a record year for Ontario Place. This was a 10% increase in attendance over 1976.

This international award-winning park, built by the government of Ontario on three man-made islands on the Toronto lakefront, has attracted world attention since its opening May 22, 1971. It's a 96-acre cultural, recreational, leisure and entertainment complex.

One of the important ingredients in the success of Ontario Place is the emphasis on programming throughout the site.

In 1977, 625,000 people enjoyed top entertainment in the **Forum**. Seating in the amphitheatre was enlarged to 3,000 under the canopy roof, with room for another 8,000 spectators on the surrounding hills. A circular stage revolves to provide excellent viewing for everyone. Although a number of international stars were featured, over 75% of the performances were Canadian. Twelve Juno Award winners appeared in 1977. There were 35 performances devoted to classics, including the Toronto Symphony, Hamilton Philharmonic, the National Ballet, opera and the Mendelssohn Choir. There were top stars, big bands, rock, jazz, folk, country and western, and variety.

One of the highlights was the special, six-hour, July 1st holiday program with popular guest artists featured 'live' on the CBC national network Dominion-Day spectacular.

In **Cinesphere**, the only theatre of its kind in Canada, over 1,000,000 people experienced the thrills of glider flight in the giant-screen film, *Silent Sky*. This film, commissioned by Ontario Place, won the Canadian Film and Television Association's Cinematography Award. Cinesphere, a dazzling waterfront landmark with seating for 800, projects high-fidelity, large-format pictures on one of the largest screens in the world.

In the pavilions that stand on columns rising 105 feet out of Lake Ontario, over 319,000 visitors saw the



Academy Award-winning, 1967 Ontario Expo film, *A Place to Stand*, in **Theatre I**. In **Theatre II**, 206,000 people enjoyed the musical, alphabetical sound-and-slide show, *A for Azilda*, which was specially produced for Ontario Place. This feature won a Gold Award at the International Film TV Festival of New York.

In 1977, a **Bandshell** was built by the lake on the west island to present a variety of live entertainment. On the showboat, jazz and dixieland bands gave 60 performances and 37 drum and bugle corps marched the site. During the opening weeks, Puck's Circus in "Canada's Biggest Big Top" drew 75,000. Three children's theatre groups entertained young visitors and, throughout the park, the Ontario Place "animals" and magical clowns delighted young and old.

The **Children's Village**, including the waterplay area, continues as one of the most popular features and attracts visitors from countries all over the world.

Pedal boats were more popular than ever and the Toronto harbor and island tour boats carried more people.

Thousands of visitors played mini-golf and toured the park on the land rides.

Docking facilities at the Ontario Place **Marina** were increased to 360 slips. These provided berths for 335 regular and 2,500 short-term boaters.

Over 180,000 people visited Canada's famed tribal class destroyer, **HMCS Haida**. Sea cadets living on board Haida, participate in a major training program each summer provided by the Navy League and the Department of National Defence in co-operation with Ontario Place.

In 1977, a new Ontario Place restaurant, lounge and banqueting complex called **The Trillium Restaurants**, was installed in the pavilions. These beautiful new facilities, managed by Winston's Restaurants Ltd., offer full-service lunches and dinners at modest prices.

The Trillium Restaurants and Cinesphere and the Pavilion theatres are available all year for banquets, receptions and meetings.

There are three villages of restaurants and lounges on the islands with entertainment, dancing and waterside decks and patios for outdoor dining. There are snack bars, dairy bars, boutiques, a toy shop, film and postcard kiosks and visitors can watch Ontario Crafts Council artisans at work.

In October 1977, the Japanese Centennial Committee presented the province with a beautiful pagoda and temple bell weighing nearly one ton. These have been sited on the hills of the west island.

During the Canadian National Exhibition, Ontario Place and the CNE join to become one park with single-admission. Both parks participate in daily firework displays, watershows and the Canadian International Air Show.

More than 1,000 people were employed at Ontario Place during the 1977 summer season. Some 400 of these were students who worked in hosting, maintenance, boutiques, restaurants, and marina.

Policing is a function of the Ontario Provincial Police. There is a first-aid centre, a bank and free wheelchair service. Senior citizens are admitted to the park free.

Ontario Place is a crown corporation served by a board of directors with interest and experience in the arts, communications, tourism and business.

Ontario Development Corporations

Ontario Development Corporation (ODC), Northern Ontario Development Corporation (NODC) and Eastern Ontario Development Corporation (EODC)—offer a comprehensive program of financial and advisory services, which help create jobs directly and generate additional employment in supply and service industries. Through a variety of loan programs, economic development in Ontario is planned, directed and encouraged in a manner that will have the greatest beneficial impact on all areas of the province. In addition to creating new jobs, corporation programs are designed to help reduce imports and increase exports.

STRUCTURE

The Development Corporations act provides for three separate crown corporations, each operating under its own board of directors and serving its own specific area of the province.

These boards of directors govern the activities of their respective corporations, in accordance with government policy, and are responsible to the Ontario Legislature through the Minister of Industry and Tourism. The boards are made up mainly of business people who live and work in the areas served by their corporation.

Both NODC and EODC are presented on the board of directors of ODC, and the chairman of ODC serves as chief executive officer and as a director of all three corporations. This provides the opportunity for the corporations to work together towards balanced economic growth.

AREAS SERVED

The Development Corporations are staffed by accountants, engineers, business administration graduates and lawyers, who have all had several years' business experience in the private sector at a managerial level. Professional consultants are located in all field offices as well, and consulting trips are made to the less populated areas of the north and east on a regularly scheduled basis.

NODC operates throughout the whole of northern Ontario, including the Districts of Parry Sound and Nipissing. The corporation's head office is at Queen's Park, Toronto; Branch offices

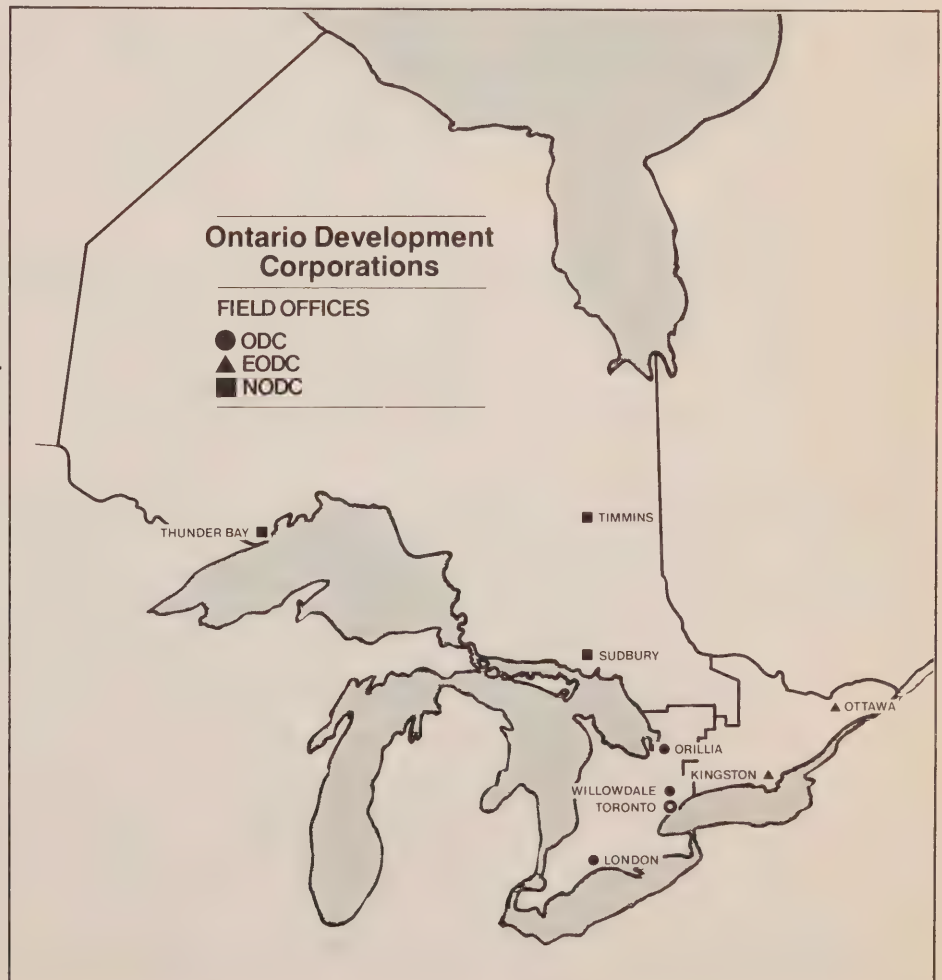
are located in Sudbury, Timmins and Thunder Bay.

The area served by EODC covers 17 counties, eastward from and including, the counties of Northumberland, Victoria and Haliburton. Its head office is also located at Queen's Park, with branch offices in Ottawa and Kingston.

Central and southwestern Ontario are served by ODC, with branch offices in London, Orillia and Willowdale and head office at Queen's Park.

LOAN PROGRAMS

Loans from all three corporations are available to new and existing businesses to meet a wide variety of business development requirements. Eligible businesses include secondary manufacturing industries, service industries



closely allied to manufacturing, tourist operations and tourist attractions. Funds can be provided for the construction, purchase or expansion of buildings; purchasing equipment; working capital; export financing; purchasing pollution control and energy-saving equipment; financing new products or technology; purchasing the fixed assets of a company in order to preserve operations and jobs.

The Ontario Business Incentives Program (OBIP) offers special incentives to encourage the starting of new manufacturing enterprises and expansion of existing industries.

These loans are repayable but repayment may be deferred and interest waived for up to five years.

The Ontario Business Incentives Program provides for 90% of capital costs under NODC Terms, 75% under EODC, and 50% under the terms of ODC loans. For all corporations, the maximum loan available to any one applicant is \$500,000.

Eligible assets include new machinery and equipment, used machinery under warranty, construction of new buildings and the costs of their renovations and modifications.

Generally, interest rates on most loans are comparable to rates offered in the private sector. The corporations' base lending rate is reviewed quarterly.

IMPROVEMENTS AND ACCOMPLISHMENTS

On June 1, 1977, the Minister of Industry and Tourism announced two major changes in lending policies. Maximum assistance available through all term-loan programs, with the exception of loans in Metropolitan Toronto, was increased to \$500,000 to equal the OBIP maximum.

The maximum loan for borrowers in Metropolitan Toronto was set at \$200,000 in an effort to encourage larger industries to expand into less-developed areas.

A special low-interest rate, 2% below the corporations' base lending rate, was introduced for all loans of \$200,000 or less to qualifying small businesses employing less than 100 persons. Loans approved for the financing of export receivables are also eligible for this low rate, regardless of the amount of the loan or number of employees.

In order to make programs better known and more accessible to potential borrowers in southcentral Ontario, ODC opened its third field office in September 1977. Located in Willowdale (North York), the office is staffed by three experienced consultants and offers all the services available through

ODC's head office at Queen's Park.

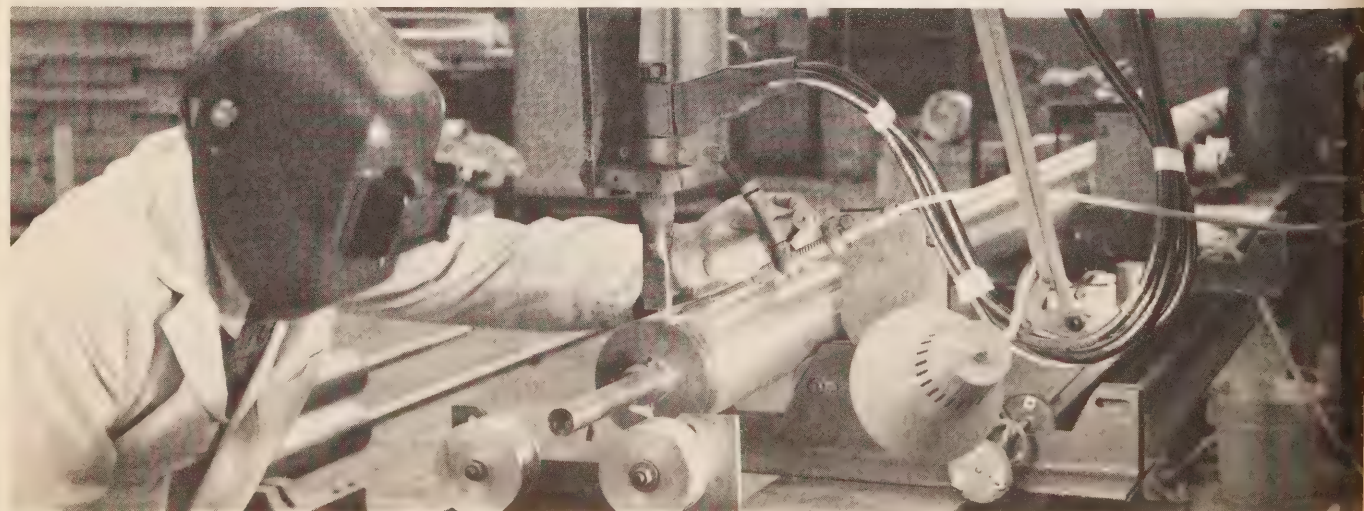
ODC introduced a new loan program in 1977. Energy Conservation Loans are offered to Ontario industries for the purchase of new energy-saving equipment or modification of existing equipment. Applicants requesting assistance through this program are required to provide details of the equipment to be installed and to give satisfactory evidence that the proposed measures will lead to the conservation or better use of energy.

LOAN APPROVALS

The 1977-78 fiscal year experienced the largest increase in the number and amount of loans approved by the Development Corporations since 1974. A ten-month breakdown from April 1, 1977 to January 31, 1978 shows that 355 loans totalling \$47,112,000 were approved.

This represents an increase of 83% in the number of loans and 70% in their total amount compared to the same period in the fiscal year 1976-77, and an increase of 31% and 10½% respectively, compared to the entire previous fiscal year.

Small-business loans and incentive loans accounted for over 70% of the total approvals, as a result of the reduced interest rates and increased maximums introduced for small



businesses in June, 1977. Although EDC experienced the biggest increase of the three corporations, EODC and EODC continued to account for over half of the total loan approvals.

ADVISORY SERVICES BRANCH

This branch provides a variety of consulting services for manufacturing-related enterprises and tourist operations. Clients referred by other branches of the Development Corporations, and by ministries of the provincial government, are offered in-depth analysis and advice concerning their financial affairs and the operating characteristics which affect them.

The branch also provides general information about financial services available from other government agencies operating in Ontario.

Clients may obtain information about sources of guidance and



Northern Ontario Development Corporation information booth at North Bay Trade Show, October 1977. John Diggins Jr., United States Consul General (left); David Goodyear, NODC information officer; John Sinden, manager, Air Canada, North Bay; and Alec Cuthbertson, NODC consultant, discuss programs and assistance.

assistance for new inventions, and technical opinions concerning new products or processes, prior to manufacturing or marketing.

The Advisory Services Branch also inspects all capital projects using Development Corporation funds and provides borrowers with consulting services on project management and budgeting.

INDUSTRIAL PARKS

ODC owns and operates two industrial parks—Huron Industrial Park, located 25

miles north of London, near the town of Exeter, and Northam Industrial Park, located in the Town of Cobourg, 70 miles east of Toronto on Highway 401.

The parks contain over 9 million square feet of manufacturing space in buildings ranging in size from 5,000 to 100,000 sq. ft. In addition to convenient access to major rail and highway routes, Huron Industrial Park contains its own airport with three paved runways and on-site accommodation for 361 families.

ODC COMPARATIVE STATEMENT OF LOAN APPROVALS (\$000's)

Net of Loans not taken up.	Ontario Business Incentives Program		Export Support Loans		Small- Business Loans		Tourist		Industrial Mortgage Loans		Other	
	#	Amt.	#	Amt.	#	Amt.	#	Amt.	#	Amt.	#	Amt.
ODC												
1976-1977*	17	4,238	29	5,295	48	2,141	11	1,240	23	3,122	4	255
1977-1978 (To Jan. 31, 1978)	25	5,825	26	4,000	107	8,229	8	703	14	2,827	7	684
EODC												
1976-1977*	21	5,428	2	250	4	203	19	3,030	7	960	1	278
1977-1978 (To Jan. 31, 1978)	21	4,830	1	103	12	776	26	2,307	2	153	—	—
FOCD												
1976-1977*	49	12,155	—	—	16	656	14	859	5	521	3	233
1977-1978 (To Jan. 31, 1978)	63	13,291	3	345	21	838	13	1,120	5	617	1	464
TOTAL												
1976-1977*	87	21,821	31	5,545	68	3,000	44	5,129	35	4,603	8	766
1977-1978 (To Jan. 31, 1978)	109	23,946	30	4,448	140	9,843	47	4,130	21	3,597	8	1,148

Ontario Research

Wood-science, materials development, evaluation of solar collectors, package design, medical technology, structural analysis, waste utilization and flammability testing—all are part of today's technology at Ontario Research.

Reflecting 50 years of teamwork in technology with industry, governments and consultants in 1978, it served over 1,500 companies this past year. Clients represented all major sectors of primary, secondary and service industries, in addition to research and development services to augment several federal and provincial government scientific programs.

An independent laboratory in the Sheridan Park Research Community, Mississauga, Ontario Research offers comprehensive capabilities to small and medium-sized companies not large enough to have their own research and development facilities. It also provides technological specialization to larger companies wishing to complement their own in-house resources. A variety of testing and analytical services to assist in problem-solving are also available. All Ontario Research services are conducted confidentially. Patents resulting from a client's work become his property.

Since 1948, the Ontario government has provided an annual grant to help Ontario Research develop the most up-to-date capabilities for industry. In 1977, projects sponsored by this grant represented 26% of Ontario Research's operating budget. The balance of the \$10.9 million operation is funded directly through sale of services to clients.

Ontario Research's professional and technical staff work in project-oriented teams. Areas of major emphasis include energy, environment, materials, products and processes, and resources. Following is a brief review of 1977 accomplishments.

ENERGY

Ontario Research has been actively involved in management of energy consumption and the technological development of new energy sources.

Major accomplishments in 1977 included development of Canada's first commercial test facility for solar-collector panels using funds from the National Research Council and the Ontario government. Thermal efficiency and other parameters are measured simultaneously using a specially-developed computerized monitoring system.

A large number of companies in Canada began, or increased, production of cellulose insulation for the Canadian market. Ontario Research co-operated with Central Mortgage and Housing Corporation by expanding test facilities to accommodate manufacturers wanting to have their products evaluated to meet required specifications.

A program was completed in 1977 which dealt with partial substitution of methanol in industrial and automotive fuels. Emphasis was placed on methanol/water/diesel fuel emulsions.

Ontario Research developed facilities for measurement of drapery and other shading device properties to aid in energy conservation. Another successful project involved development of a low density insulating board based on waste cellulose from recycled newsprint and cardboard. A study was also completed on existing and potential corrosion in solar heating systems.

Other energy projects have included engine cycle analysis, greenhouse studies, a potential patent for a small windmill, as well as heat-transfer analysis of cryogenic flasks.

ENVIRONMENT

An independent authority on measurement and correction of pollution problems, Ontario Research has been involved in the examination and evaluation of air, water, noise and waste for industry and government.

Both continued to use Ontario Research's experience in measuring pollutants in ambient air, workrooms and stacks. An extensive review of oxidant levels in Canada was carried out for the petroleum industry.

Increasing recognition of the hazards of diesel engine exhaust,





particularly in underground mines, led to major programs to test the efficiencies of exhaust treatment devices along with determining emission reductions using diesel/water fuel emulsions.

Occupational health activities involved small workroom surveys in factories, hospitals and schools. Grant funds in this area supported the development and expansion of instrumental and analytical capabilities to carry out surveys and co-ordinate existing reference material.

Ontario Research continues as a leader in measurements of industrial emissions involving blast furnaces, sewage sludge incinerators, bark boilers, foundries, smelters and metal alloying.

Major odour surveys in 1977 were carried out at an insulation manufacturing location and a rendering plant. A survey relating community odours to local industrial emissions was completed.

An improved method for determination of asbestos as an air and water pollutant was developed and is now being applied by Ontario Research to a survey of asbestos in Canadian drinking water.

A study was undertaken for the Ministry of Industry and Tourism involving a major review, assessment and exploration of potential uses for textile and garment wastes. Recommendations were made for establishment of practical and economic possibilities for collection and conversion of these wastes to marketable end-products.

Analyses of PCB levels in commercially available materials and products were carried out for the federal health protection branch. The volume of trace and ultra-trace metal analyses on environmental samples again increased.

A 500-population Canwel demonstration sewage plant was completed and commissioned to produce high quality, low-nutrient effluent. In a project for the federal health protection branch, a number of different water

treatment methods were reviewed for point-of-use disinfection and treatment of raw water for domestic consumption.

Noise evaluations of snowmobiles during field operations were done for the Department of Transport. In addition, a fatigue test of a motor cycle muffler was performed using a programmable structural test rig.

MATERIALS

Durability, resilience, corrosion and properties control are just a few areas in which Ontario Research conducted materials research and development in 1977.

Highlights included consulting work for the Ontario Ministry of Transportation and Communications on the design of wooden bridges, flammability specifications for mattresses and bedding materials for the Ontario Ministry of Government Services, along with a wide range of fire testing services for carpet, tent and furniture manufacturers. A short-term investigation involved flammability testing on subway seating.

Other projects demonstrated work in fibre content of fabrics, quality control and preparation of fabric specifications for municipalities. The number of inquiries resulting in footwear laboratory work increased in 1977 with examination of a number of technical problems relating to new fashions.

A greater level of activity was shown during 1977 in testing of metallic mineral properties along with failure-analysis of many parts and products in service. A project was initiated for a study of dynamic fracture evaluation of pipeline steels.

Considerable time was devoted to polymer analyses, resins, organic insulating foams and laminated vapour barriers. Some 53 coatings were developed or selected and lab-evaluated for use on the back of chrome-plated aluminum automobile bumpers.

Important work was done during the year on bio-medical materials such as work with the Banting Institute on synthetic arteries.

Continual test and evaluation of transportation equipment and commercial vehicles assisted clients in the selection of best materials for vehicular applications.

Test facility for solar collector panels at Ontario Research.

PRODUCTS AND PROCESSES

New or modified products or processes form a significant portion of technological output at Ontario Research.

Early in 1977, Ontario Research acquired exclusive Canadian rights to the Wetox® form of wet air oxidation. With special support from the Ministry of Industry and Tourism, construction of a mobile pilot plant facility was begun, component manufacturers were identified, and detailed plans evolved for the commercialization of this technology in the private sector. With other grant support, 40 liquid industrial wastes were examined for their ability to be destroyed by the Wetox® process.

Work proceeded on a large number of projects for industrial clients on problems related to microbial bio-deterioration in food, beverages, textiles and other products.

An investigation was successfully completed for a large hand-knitting yarn manufacturer to devise an improved system of controlling package weights during the final winding operation.

Standardization of garment sizing continued with conversion of the three basic systems to metric now complete.

Work was begun on a program to design and produce an ultrasonic knife for surgical use.

Significant modification and improvements were made on a nuclear-resistant glass and glass-metal sealing technology, developed originally at Ontario Research, and now being used in the production of electrical connectors for Atomic Energy of Canada.

Machinery design has included tire-retread and automotive tire-handling equipment. Design and stress-analysis assistance was given to a major equipment builder for the

conveyor belt industry. A reusable shipping container was designed and tested to military specifications with work involving structural, vibration and shock testing.

During 1977, a capability in dynamic simulation and modal analysis of vibration problems was developed using the latest computer graphics techniques.

Evaluation of transportation components and electronic controls, in addition to development of new packaging technologies, are but a few of the many projects undertaken over the past year in this area.

RESOURCES

Optimum use of Canada's natural resources and return of wastes to alternative industrial use, is a goal continually pursued by Ontario Research.

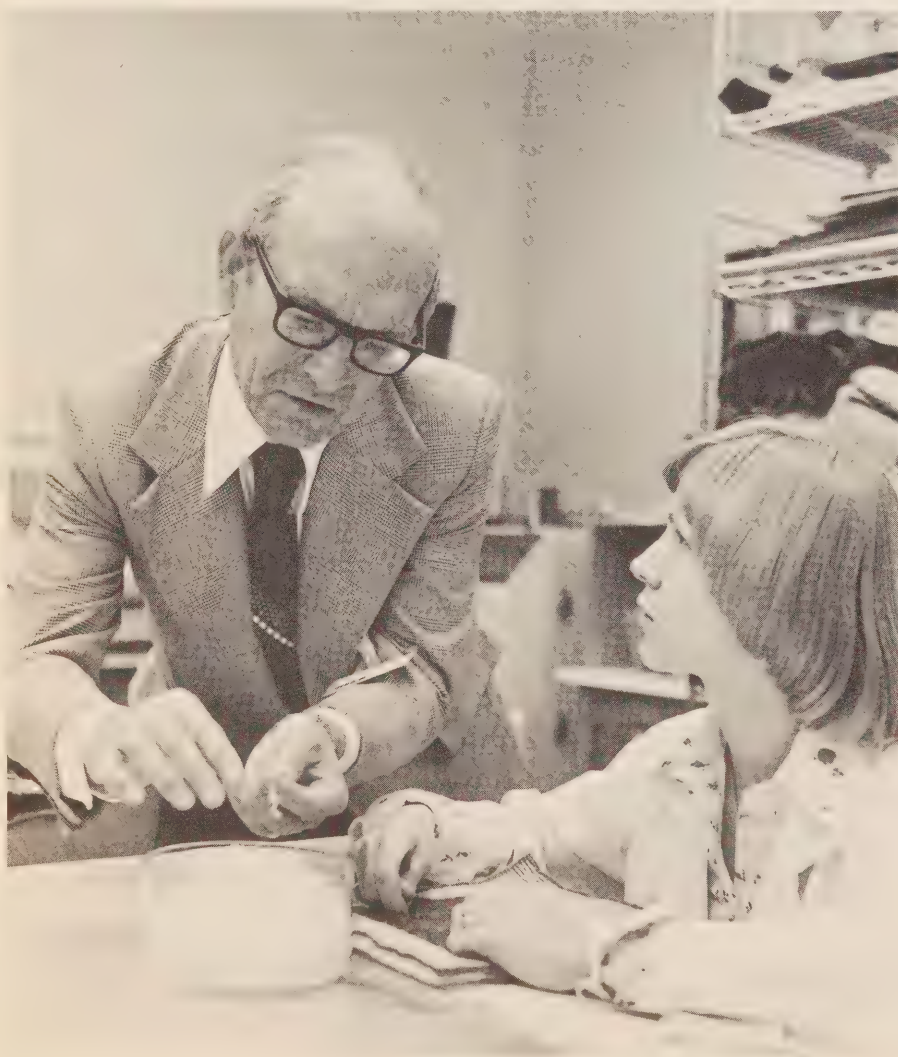
Mineral processing has again been very active with major pilot-scale operations carried out on grinding and beneficiation of iron ore. Of particular interest is the intensified work in the evaluation of Canadian coals.

Work on asbestos included progress in the development of fast filtering fibres for asbestos-cement applications and studies on the interaction between fibres and dispersants in the asbestos wet-spinning process. Some work was also undertaken in gypsum.

During 1977, the Canadian Waste Materials Exchange was established at Ontario Research. The exchange assists industry in matching available wastes with potential users so that valuable raw materials will be conserved and waste-disposal problems lessened.

The feasibility of using delayed coke from the Athabasca tar sands as a fuel in a wet process cement kiln was demonstrated while, at the same time, emission control was achieved.

In a detailed feasibility study of forest utilization for the government of Colombia, approximately 50 tropical tree species were examined and pulped to determine their paper-making characteristics.



Doug Kennedy, M.P.P. for Mississauga South, observes the determination of carpet pile weight during a visit to Ontario Research by members of provincial government.

Sheridan Park Research Community

The Sheridan Park Research Community is a unique, well-landscaped, physically integrated, 350-acre community of corporate research facilities in Mississauga, just west of Metropolitan Toronto.

It was founded in 1963 by the first four of the present 15 corporations which had been looking for a prime location for their separate research and development facilities. They developed the concept of a campus-like environment for the mutual use of many organizations.

Here, in one location, could be

grouped different companies, all engaged in research and development and all pursuing the technology of the future. Here, in one location, could be placed engineers, scientists, technologists and support administrative and maintenance people to perform under an atmosphere that combines the practical and commercial with the academic.

With the best of resources and equipment, the community would form the nucleus of major input into Canada's industrial and technological development.

Because the community and concept have been remarkably successful, the corporate population of Sheridan Park has steadily increased and facilities have been expanded. Gulf

Research completed a major expansion in 1977 while Warner Lambert undertook a significant extension to its facilities.

The research community has an association to organize and co-ordinate activities and administer its programs for the benefit of all corporate members.

The association, made up of member companies on a volunteer basis, ensures that major policies are carried out and that the criteria of residency within the park are met.

The policies, broadly, are to provide central core facilities for meetings, seminars, and continuing education; to enhance each member's advantages from participating in the association and community; to liaise with government and universities on



incentives and subsidies for industrial R & D; and finally to provide social and recreational opportunities for employees via the Sheridan Park Club.

A major expansion of the Sheridan Park Conference Centre and Sheridan Park Club was started in December, 1977 (estimated completion date mid-1978) to provide additional space and flexibility.

Several committees, staffed by member companies, function to organize ongoing activities.

The Technical Co-ordinating Committee arranges seminars, presents scientific films and maintains a catalog of skills for cross-referencing of all resources found within the community. On October 6, 1977, this committee held its fifth biennial symposium at the SPA Conference Centre. The subject was "Occupational Health" and professionals in the field described the initiative being shown voluntarily by industry in endeavoring to eliminate hazards to workers and the environment.

The Library and Information Sciences Committee allows resident and associate-member company librarians to keep each other abreast of advances in literature-searching and computerized information retrieval services. It also keeps abreast of proposed changes to copyright laws, etc. and recommends appropriate action to the parent association.

The Staff Relations Committee, in addition to undertaking annual updates of salaries and benefits for various categories of research personnel, is now involving itself in a study of personal development courses in supervisory and management techniques.

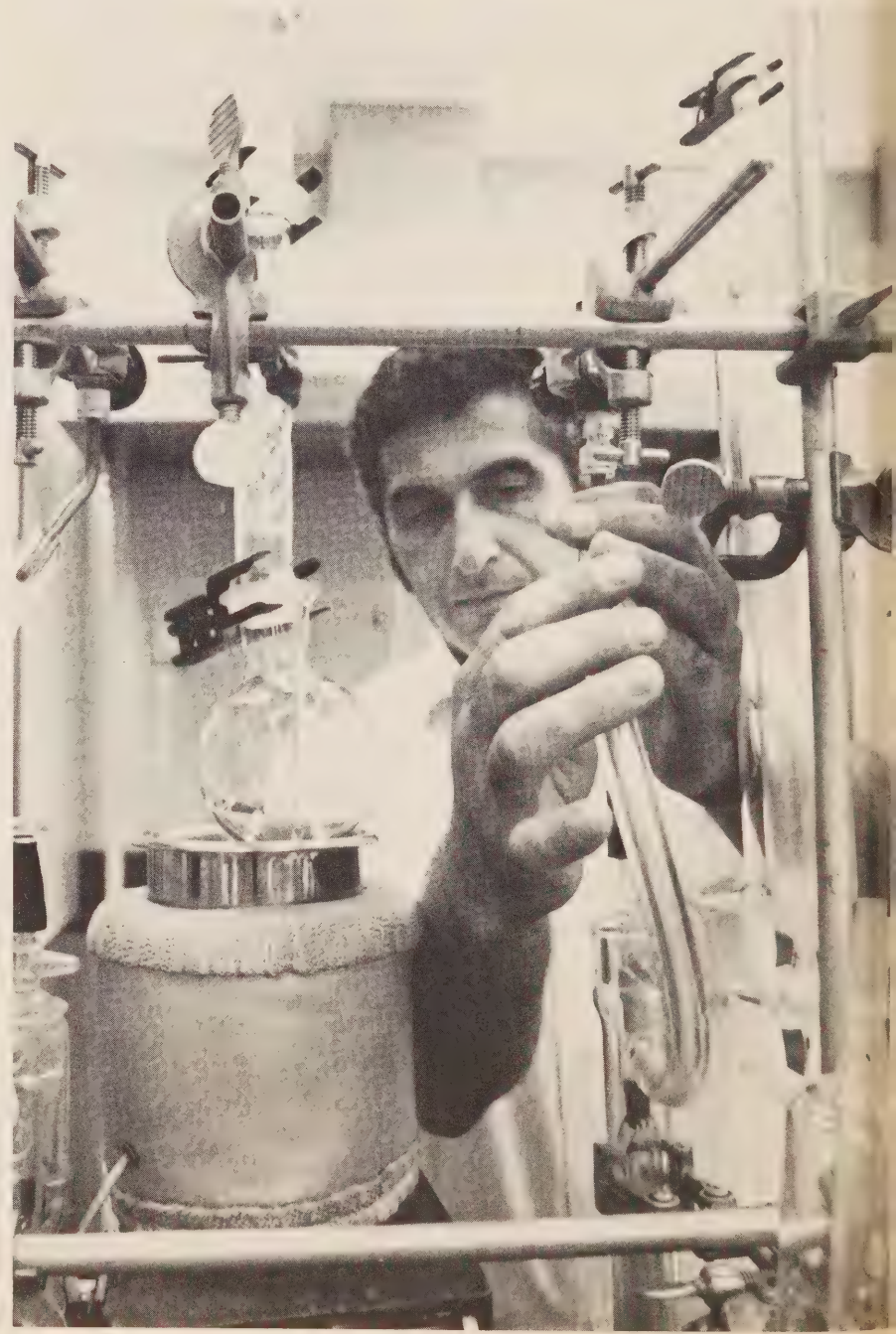
All above committee activities are also participated in by 12 associate-member companies not resident within the park but having research and development facilities in nearby areas. An "affiliate" class of membership has also been created to allow certain companies not qualifying by definition, for either resident or associate membership, to participate in the activities of the Library and Information Sciences Committee.

Remaining Sheridan Park Research Community land is administered by the Ontario Development Corporation.

**SHERIDAN PARK
RESEARCH COMMUNITY
MEMBERS**

Abitibi Research Centre
Atomic Energy of Canada Ltd.
Canada Systems Group
Cominco Ltd.
Domglas Ltd./Ltée.
Dunlop Research Centre

GSW Research Centre
Gulf Oil Canada Ltd.
INCO Metals Ltd.
Mallory Battery Co. of Canada Ltd.
Ontario Development Corp.
Ontario Research Foundation
United Lands Corp. Ltd.
Warner-Lambert Research Institute
Xerox Research Centre of Canada Ltd.



Ontario



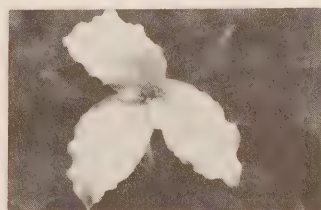
Coat of Arms

The shield of the Province of Ontario was granted Royal Warrant by Queen Victoria in 1868, and the crest and supporters by King Edward VII in 1909. The shield consists of three golden maple leaves on a green background with the banner of St. George, a red cross on white background. Above the shield is the crest, a black bear standing on a wreath of gold and green while a moose and a deer support the left and right. The Latin motto means "Loyal she began, Loyal she remains."



Flag

The Ontario flag was adopted by the Legislature in 1965.



Flower

The white trillium was recommended as the floral emblem of the Province by the Ontario Horticultural Society and approved by the Legislature in 1937. It can be found in the deciduous forest and woodlands in late April and May.



Ontario
Canada

Ontario Ministry of Industry and Tourism

John R. Rhodes, Minister

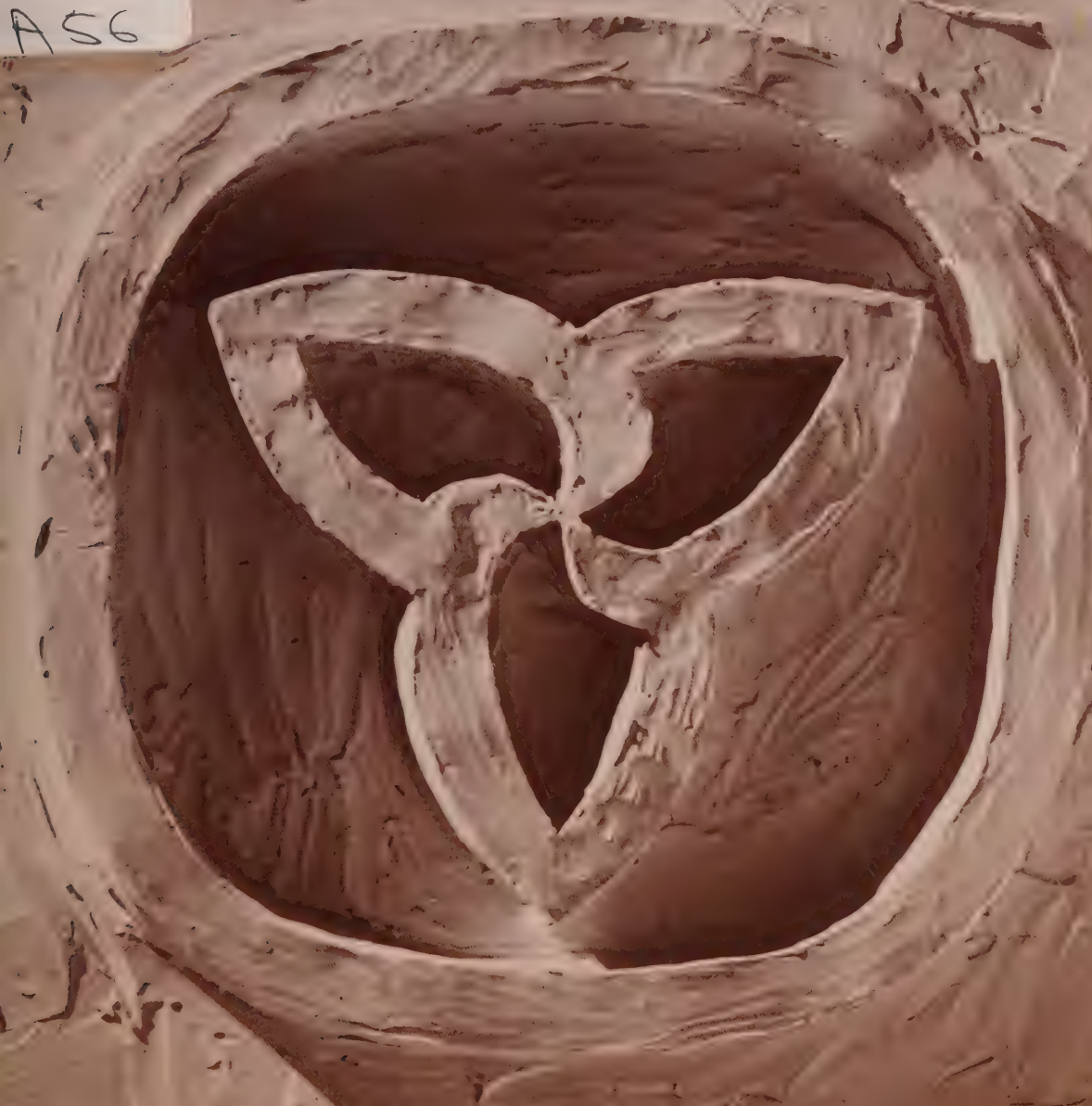
James D. Fleck, Deputy Minister

Ontario

1978/79

Ministry of Industry & Tourism Review

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Ministry of
Industry and
Tourism

Ontario

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'Shop Canadian'

This publication was designed
and produced in Ontario
and printed on Canadian
paper.

July, 1979 (15M)



Minister's Message



This past year has been a time of change for the Ministry of Industry and Tourism.

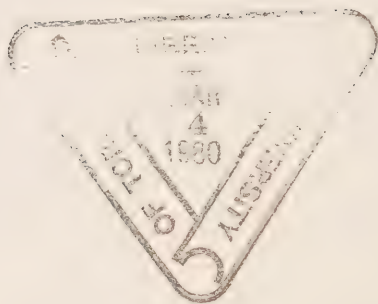
I assumed my duties as Minister, October 18, 1978, with a new Deputy Minister, Red Wilson, and a new Assistant Deputy Minister, Duncan Allan. A new Executive Director of Tourism, John Maxwell, joined us April 2.

By April, the entire Ministry had undergone a major reorganization designed to make best use of our resources. The changes we initiated were carefully planned to reach goals we have set for ourselves including expanded programs to attract industrial investment, encourage export potential and promote tourism.

The organization was structured to be responsive, aggressive and forward thinking, playing a larger, more effective role than ever before. Response to the reorganization, both from within and from outside the Ministry, has been encouraging.

The new system will mean better communication between government and the business sector, specifically, and the public at large, generally. The Ministry is now committed to a strong program of communication and cooperation.

We look forward to the challenges that face us, confident that we will succeed.



Larry Grossman,
Minister of Industry and Tourism



Ministry Goals and Objectives

The Ministry of Industry and Tourism is synonymous with economic growth. Through programs, advocacy and economic development assistance, the Ministry stimulates growth in the private sector. Activities are geared to create and maintain employment. They are also designed to strengthen the competitive position of the industry, trade and tourism sectors by increasing their use of technology, marketing and new facilities.

The Ministry's key objectives are industrial development, international and domestic marketing, small business development, and tourism marketing and development.

Through *industrial development* programs and activities the Ministry works to:

- create a climate for manufacturing investment;
- develop programs and policies to facilitate growth and investment in key industries;
- ensure that Ontario gets its fair share of investment amongst global competition.

Through *international and domestic marketing* programs and activities the Ministry works to:

- identify and develop export markets;
- assist industries to increase export market penetration;
- identify and develop import replacement opportunities;
- assist industries to increase domestic market share.

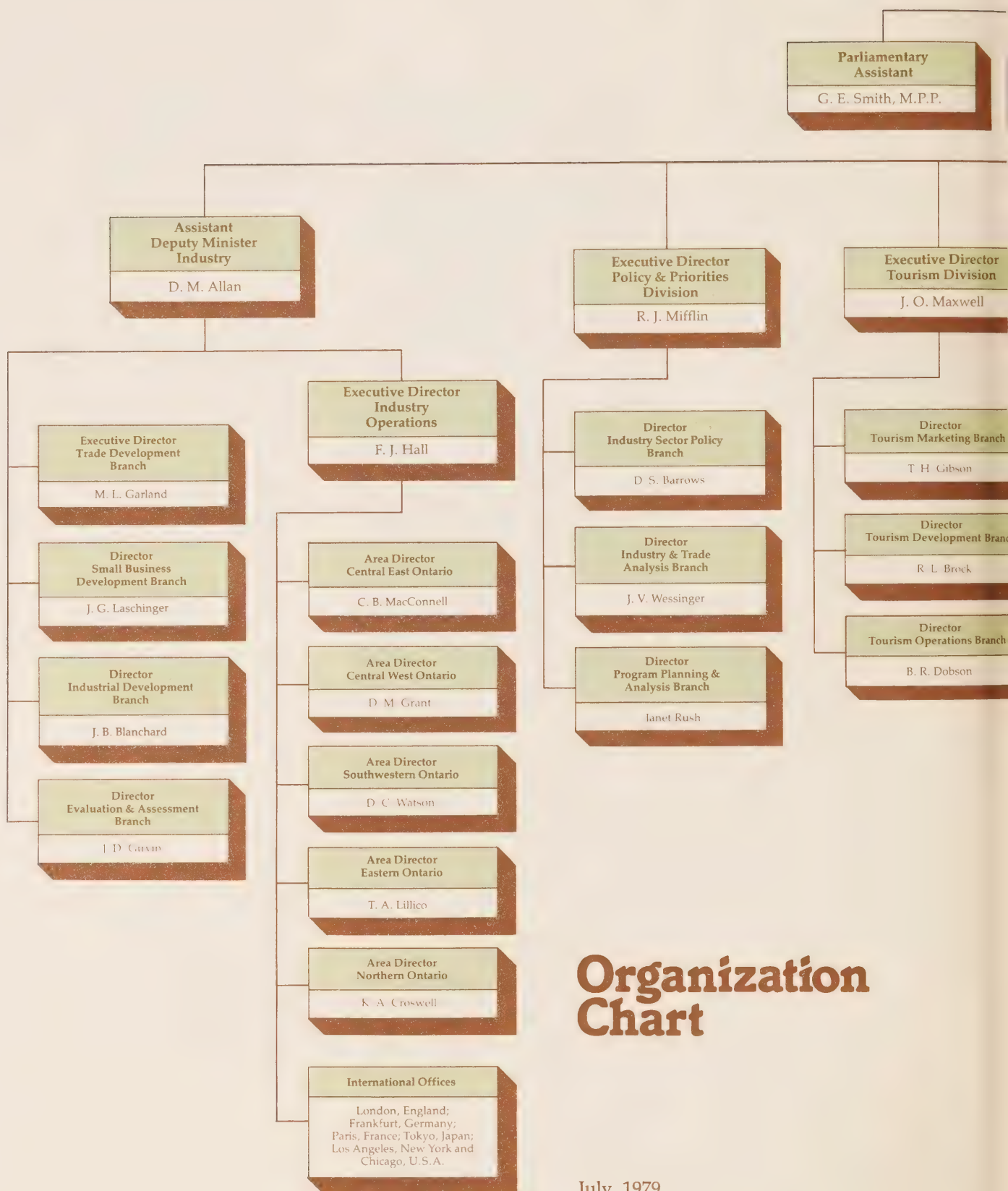
Through *small business development* programs and activities, the Ministry works to:

- create an economic climate for the growth of small business;
- stimulate investment and growth of small business.

Through *tourism marketing and development* programs and activities the Ministry works to:

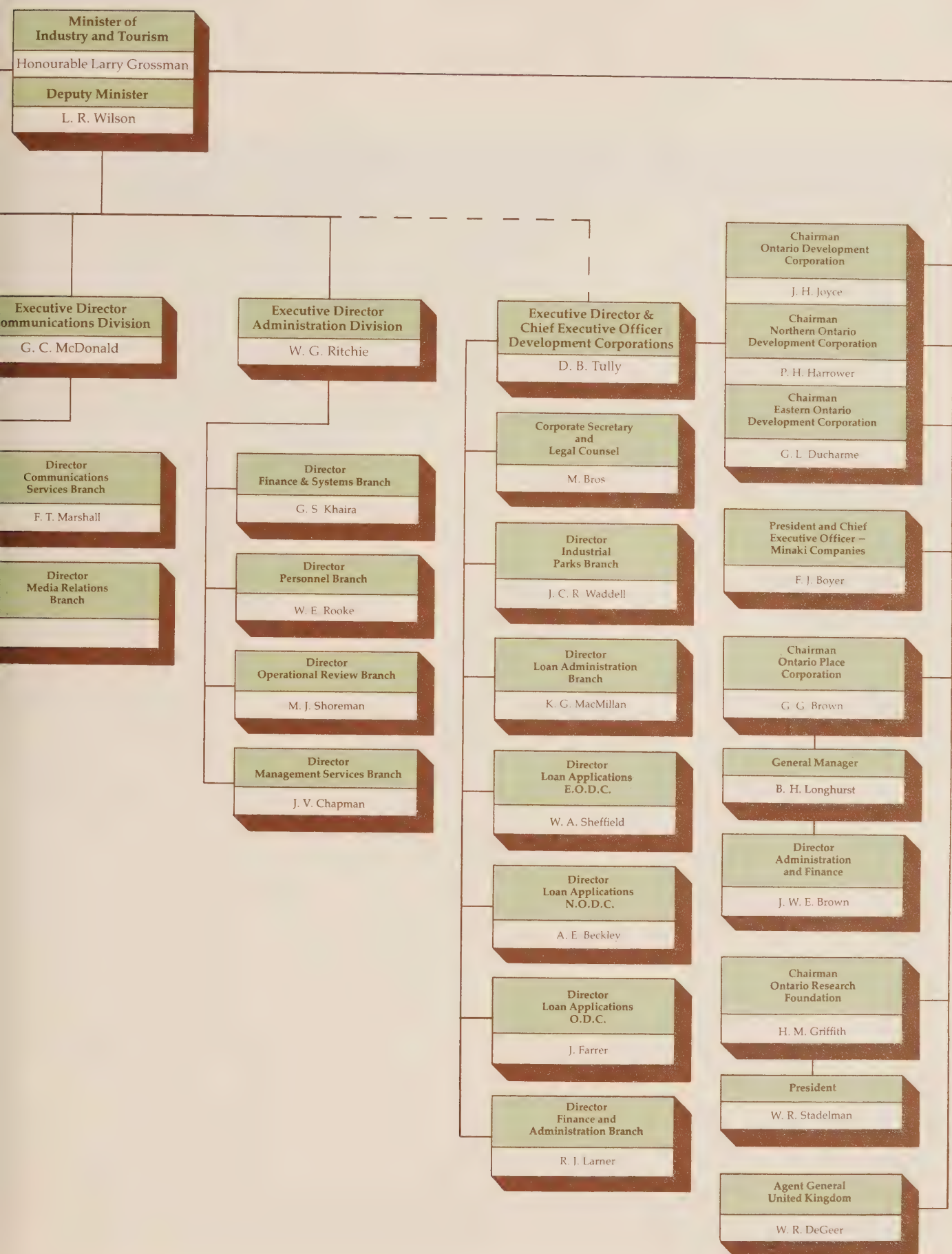
- increase tourism revenue and visitors through advertising and promotion in selected target markets, and to establish major tourism facilities, services, attractions and events.





Organization Chart

July, 1979





Ministry Highlights 1978

improving Ontario's economy:
'Shop Canadian' and
'We Treat You Royally'



'Shop Canadian'

First proposed by Premier Davis in February 1978, 'Shop Canadian' spearheads a major three-year economic development initiative. The campaign involves co-ordinated appeals to groups throughout the community – retailers, manufacturers, governments and other public agencies, business, trade and professional associations and the public – to encourage the broadest possible support for products manufactured in Canada.

The campaign has not only been fully adopted by the Ontario government, but has also reached out successfully to influence other provincial governments, businesses, industries and consumers.

'Shop Canadian' has become one of the keys to Ontario's economic development strategy, based on the reasoning that support for domestic production is a must by consumers, businesses of all sorts and governments themselves if Canada is to achieve an acceptable degree of economic revival.

As a result of the lower value of the Canadian dollar, Ontario manufacturers are in a greatly improved position to compete more effectively than ever before. In many cases, purchases have traditionally been made from suppliers in the U.S. The relative value change in the Canadian dollar means those purchases can now be supplied more economically by Canadians.

'Shop Canadian' also takes on greater significance with the realization that Canada's domestic market, which is among the smallest domestic markets in the world open to foreign manufacturers, is more deeply penetrated by imports than that of any other industrial nation.

A larger share of the domestic market offers manufacturers the economies of scale necessary to make technological development feasible and to allow them to compete more effectively on an international basis.

Increased sales in Canada, in addition to helping balance of payments, can contribute to a general manufacturing recovery in Canada by helping Canadian firms achieve greater scales of operations.

To help bring the economic benefits of buying Canadian-made goods down to earth, the Ministry in its advertising and public relations campaigns uses examples of actual employment generated by a variety of common consumer purchases.

One of the key elements of the campaign during 1978 was to enlist retail support across the province. Agreement was reached with the Retail Council of Canada to contact retailers across the province, offering free 'Shop Canadian' materials for use in stores during the 1978 Christmas shopping season. This program was extended across Canada through the federal government.

Consultants from the Ministry's 15 offices throughout the province have been contacting manufacturers to urge them to take part in 'Shop Canadian', by working to increase sales at the retail level, sales to other firms and to governments and by including more Canadian-made products in their own purchasing.

The intent of the Ministry's approach to manufacturers is to encourage them to capitalize on both the increased competitiveness of Canadian-made goods which results from the lower dollar and the wide public support for Canadian manufacturing.

With help from the Purchasing Management Association of Canada and the Ontario Public Buyers' Association, the Ministry has prepared a list of items which are now being imported but which purchasing managers believe could be supplied domestically. This list is being offered to interested Canadian firms. As well, Ministry personnel have offered to work with Canadian companies to source Canadian manufacturers.

The 'Shop Canadian' campaign will continue throughout 1979.



'We Treat You Royally'

On June 14, 1978, the Ministry launched its two-year 'We Treat You Royally' program. The program is aimed at improving Ontario's tourism industry and informing Ontario residents of its impact on the provincial and national economies.

Currently, tourism is the second largest industry in Ontario accounting for approximately \$5 billion in annual revenue and some 470,000 jobs. It is projected that by the year 2000, tourism will be Canada's leading contributor in income, employment and export earnings.

The 'We Treat You Royally' program is designed to meet three major objectives in order to secure a larger portion of Canada's tourism business for the province in coming years. Those are: to ensure that visitors are treated well by trained hospitality personnel; to create widespread awareness of tourism's economic importance; and to prepare everyone in the province to treat travellers in a friendly manner — to live up to the slogan 'We Treat You Royally'.

During 1978, the Ministry met with regional travel associations, hotel chains, restaurants and private hotel operators to ensure that the program was fully understood and considered by the hospitality industry.

Kits supplied by Ministry personnel contain employee messages as reminders that friendliness — in a smile, an attentive ear, politeness, prompt service, helpful information, cleanliness, proper exchange rates and in attitude — is the best way to carry out their jobs. These eight quick, easy hints on how to treat visitors royally are printed in six different languages for the convenience of hospitality employees.

Also included in the kits are window decals, tent cards for dining tables and hotel rooms, placemats and lapel buttons all displaying the 'We Treat You Royally' theme.

During 1979, the Ministry is expanding its hospitality training programs. New one-day sessions aimed at refining Ontario's hospitality techniques will help those directly involved in the industry to provide friendlier service to the province's tourists.

Highlighting the full-day seminars are discussions of tourism's economic advantages, audio-visual displays of Ontario's attractions and hospitality attitudes, instruction on good telephone manners and personal grooming, the establishment of personal hospitality plans and the completion of a short quiz.

Delegates receive a comprehensive kit of tourism materials for future reference following the sessions. Successful participants also receive a letter and certificate from the Ministry soon after completion of the program along with a 'Let's Treat Visitors Royally' pin. Corrected quiz papers, original personal hospitality plans, suggestions for further improvement and a course evaluation form are also sent to participants.

The program has been instrumental in creating widespread awareness of tourism's importance to the people and tourism industry of the province. Hospitality training mechanisms are in place and media response has been positive and encouraging.

With the help of changing attitudes and the combined efforts of tourism operators and their employees, the people of Ontario and the Ontario government, the province will realize even larger growth in the tourism industry over the next few years.



Policy and Priorities

**focusing on the industrial
and economic well-being of Ontario**

The Policy and Priorities Division brings together the Ministry's planning and policy advisory functions. The Division identifies key short- and long-term issues; develops and recommends government policies and objectives; and evaluates the implementation of government programs.

Research and analysis dominate the work of the Division. In 1978 a number of analyses, surveys and studies on vital issues in industry and tourism were produced. Such studies serve not only to guide Ministry activities, but also help to ensure that its resources are properly focused on the industrial and economic well-being of Ontario.

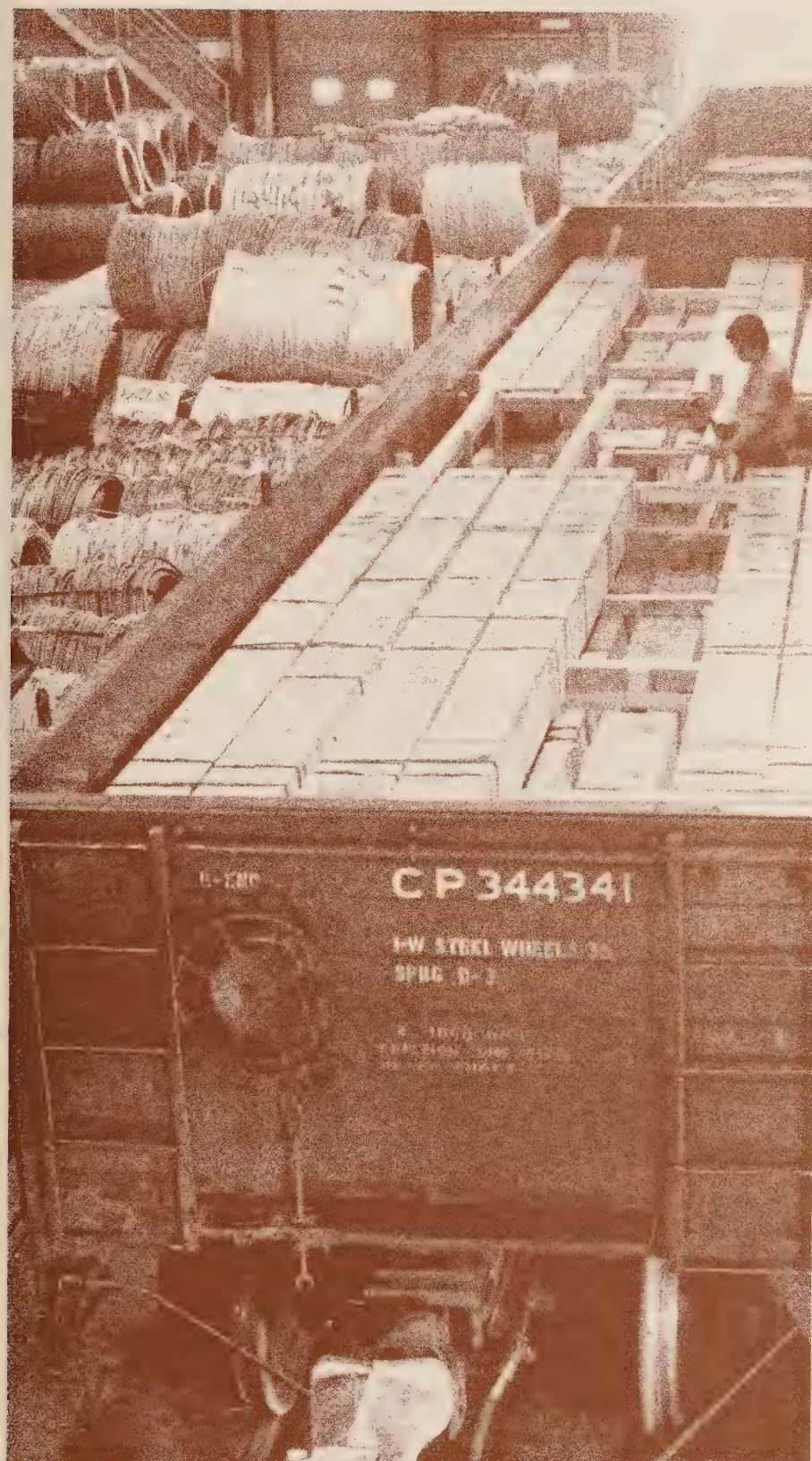
Industry Sector Policy Branch

*monitoring the business
environment*

Ontario's economic health depends in large part on the health of its manufacturing and tourism sectors. The Industry Sector Policy Branch monitors the business environment, identifies and evaluates the problems and opportunities of industry on a sector basis, and develops recommendations for appropriate policies and action.

Analyses and consultations

Early in 1978 a consultative group composed of management and labor executives of the electrical and electronics industry in Ontario was organized in response to an initiative of the Premier's Advisory Committee on the Economic Future.



At the Conference of First Ministers in February 1978, Premier Davis elaborated on his recommendation to establish a genuine consultative process on a national scale.

Twenty-three industry sector consultative task forces comprising senior representatives from business, labor unions and academia from across the country were established as a result of the conference. Federal and provincial government officials participated in the task force meetings. The Branch had members on many of the groups and also co-ordinated the overall Ontario representation on the various task forces.

The reports of the task forces were published in August, followed by a summary report. The Policy and Priorities Division analyzed the many industry recommendations and co-ordinated the responses from fifteen Ontario government ministries and agencies.

During 1978, the Branch continued detailed studies of a number of key Ontario industrial sectors with particular emphasis on the electrical, chemical, transportation equipment and food and beverage sectors. These reviews will be published in 1979.

Foreign Investment Review Agency

The Branch offers consultative assistance to potential investors, assesses formal applications and co-ordinates Ontario responses to FIRA. Such consultations optimize the benefits of foreign investment needed to supplement Ontario's economic base.

Special projects

During 1978, a number of studies of specific and immediate industry problems and activities were completed. Among these were several related to the automotive products industry.

An in-depth submission was made to the "Inquiry into the Automotive Industry, by Simon Reisman, Commissioner." A study of the implications for Ontario of the new Ford Motor Company V-6 engine plant (now under construction in Windsor), was also undertaken.



Tourism Policy and Research Section

The tourism industry is of major importance to Ontario's economy. A section with specialized capabilities has been established within the Industry Sector Policy Branch to develop Ontario's tourism policies and provide program development and research support for the Tourism Division.

Research activities during 1978 included: a series of studies designed to guide Ministry activities in the tourism development and marketing fields; surveys to improve the data base and to monitor changes in tourist preferences, travel patterns, and expenditures by Ontario and out-of-province residents; and a study on "The Economic Importance of Tourism in Ontario". Research in the area of regional economic impact of tourism expenditures is progressing. Four Ontario Recreation Survey reports were also published.

Branch officers are actively involved in tourism policy development through preparation of policy papers and position statements. Branch officers also participate on a number of study committees, task forces, and hearings.

Industry and Trade Analysis Branch

providing a business perspective

It is vital to know about the issues which will foster or impede the province's economic growth. The role of the Industry and Trade Analysis Branch is to identify and analyze such issues. In addition, the Branch identifies structural deficiencies within the manufacturing sector and provides appropriate Ministerial policy and advocacy recommendations.

Provincial perspective on the multilateral trade negotiations (GATT)

Research centred on clarifying and refining the Province of Ontario's initial submission to Ottawa in the context of the ongoing negotiations.

Adjustment assistance

A major focus in 1978 was the preparation of a policy paper which addressed the level and nature of assistance necessary to facilitate industrial adjustment to more liberalized trading conditions. The paper reflected Ontario's concern that the major adjustment to a more competitive world trading environment would have to be borne by Ontario.

Provincial perspective on research and development

Research and development is crucial to a viable industrial base. The Branch undertook a major research study to identify the deficiencies in Canada's industrial research and development performance and to determine the most appropriate policy initiatives to improve this performance.

Government procurement

A study was undertaken of the potential use of government procurement, on a nationally co-ordinated basis, to stimulate industrial development. This contributed to the decision to establish a federal-provincial working group which will investigate the feasibility of establishing a unified, national procurement policy and the parameters of its strategic use.

Business environment

The Branch continued its efforts to minimize the impact of government regulation on business activity by proposing guidelines to ensure appropriate consideration of the economic impact of new policy and program proposals. In addition, the Branch prepared detailed comments on the Occupational Health and Safety Act, the necessities for a Small Business Act and the Federal Customs Act, Bill C-44.

Federal Consultative Sector Task Force

The Branch analyzed the recommendations of the Federal Consultative Sector Task Force Submissions as they applied to Ministry policy. It also reviewed and assessed the response of other ministries and ensured that they reflected Ontario's commitment to support the Task Force concept.

Investment strategy

To support the Ministry's industrial development mandate, the Branch undertook a series of research projects designed to determine Ontario's competitiveness as an investment location; provide a framework for selective investment assistance; and assist in prioritizing the use of investment incentives.

Energy and its implications for industrial development

In 1978, the implications of a marginal cost pricing system for electricity, the consequences of Ontario Hydro's system expansion on the industrial sector, and a preliminary evaluation of the Porter Commission Interim Report provided the focus for analysis.

Market research activities

Market research provides Ontario industry with reliable and timely information on domestic and foreign markets. Market profiles for more than 100 countries are now available.

In 1978, 40 commodity profiles on individual products, outlining the size and nature of the domestic market, import competition, export potential, and the feasibility of manufacturing in Ontario by small business were produced.

In addition, 750 industrial and commercial enquiries were processed covering a wide range of topics.

Program Planning and Analysis Branch

responding to the changing needs of Ontario business

The growth of government expenditures, the changing industrial climate and the demand for fiscal restraint have created a need for more efficient administration of government budgets, and more effective policy and program initiatives to stimulate provincial economic growth.

The Program Planning and Analysis Branch assists senior management of the Ministry to design, develop and implement a Ministry-wide planning process responsive to current economic development requirements and to make optimum use of the Ministry's resources. The Branch also develops strategies and new program initiatives for economic growth in response to the need for change.

In 1978 the Ministry undertook a strategic planning process at the direction of the Ministry Policy Committee. Economic analyses, surveys of business and task force reports were reviewed to determine the direction which business considers most suitable for government.

Planning sub-committees identified key issues facing the economy and the Ministry's clients. Present

programs were reviewed against the background of these issues and proposals for new programs were made. Alternative budgets were prepared.

The Ministry Policy Committee is involved closely in planning as the initiator and recipient of planning studies, and as the forum for decision-making on the Ministry's future course of action. The planning process builds on the previous work and is enlarged to include all Ministry activities. At the direction of the Policy Committee, planning studies and presentations were made to assist senior management with the resolution of alternative future roles for the Ministry.

Presentations included: an overview of factors and trends in economic growth; an analysis of the groups of clients the Ministry now serves in relation to programs, activities provided, and man-years and budget spent; a review of broad policy directions emanating from the First Ministers' Conference on the Economy and the Second Tier Committee of the federal government's Sector Task Forces.

These presentations provide a basis for the continuing work of setting strategic objectives, developing programs and activities, allocating resources, and setting results measurement criteria.

**Metric and Standards
Secretariat**

*facilitating metric conversion
in the private sector*

The Secretariat successfully co-ordinated the preparation of The Metric Conversion Statute Law Amendment Act, 1978, which was introduced by the Minister of Industry and Tourism, and received Royal Assent on December 15, 1978. It contained measurement-sensitive clauses in 58 Acts administered by 10 ministries and will facilitate metric conversion in the private sector.

The Secretariat continues to monitor progress of metric conversion in the Ontario government and co-ordinates Ontario government metric conversion and standards programs with those in the private sector.

During 1978, the Secretariat represented Ontario at interprovincial meetings and served as the main contact with the federal government and private sector on matters relating to metric conversion.

In the area of standards, the Secretariat made recommendations to the Standards Council of Canada regarding the Council's role relating to the implementation of the provisions outlined in the GATT (General Agreement on Tariffs & Trade) Code of Conduct for Preventing Technical Barriers to Trade.

The Secretariat represented Canada at meetings of the International Organization for Standardization in Geneva and also represented Ontario at meetings of the Standards Council of Canada and the review Board of the Canadian Government Specifications Board to ensure that the interests of the government and Ontario industry are taken into account when standards and guidelines are prepared by these organizations.



Ontario Review 1978

Ontario followed Canada's modest economic performance in 1978, with the provincial economy growing at 3.6% in real terms.

Improvements in manufacturing performance reflected the increased international competitiveness resulting from the cheaper Canadian dollar and the strong growth in the U.S. economy. During 1978, total manufacturing shipments were up strongly from levels of the previous year, with export growth providing a primary stimulus.

The auto industry had a good year in 1978, and the trade deficit under the Auto Pact was substantially lower than the 1977 deficit.

Despite the strengthening in the manufacturing sector, there were still several weak areas in the Ontario economy. The construction industry fared poorly in 1978, with non-residential expenditures increasing only modestly, and an excessive inventory of residential buildings dampening housing construction. The mining industry also experienced large declines in the value of mineral production, largely related to work stoppages.

The rate of job creation in Ontario of 3.6% exceeded that for Canada as a whole, while the unemployment rate of 7.2% in 1978, compared favorably with an 8.4% unemployment rate for Canada.

Ontario Outlook 1979

In 1979 the Ontario economy will grow at approximately the same rate as Canada — at about 3% in real terms.

The main stimulus to growth is likely to be from business investment, especially in export-and-import competing industries. High profits and rising capacity utilization rates in these industries should result in new investment in these sectors.

Real increases in business spending on plant and equipment may be in the range of 3 to 5% this year, but residential construction will continue to be weak.

Consumer spending may not be quite as strong as in 1978. Although the growth in personal income is expected to match last year's nominal rate of 10½%, the prospect of continuing high rates of inflation and unemployment are expected to induce precautionary savings. This in turn will squeeze consumption spending. The impact of the 1978 sales tax cut by moving consumer spending forward is expected to have negative consequences in 1979.

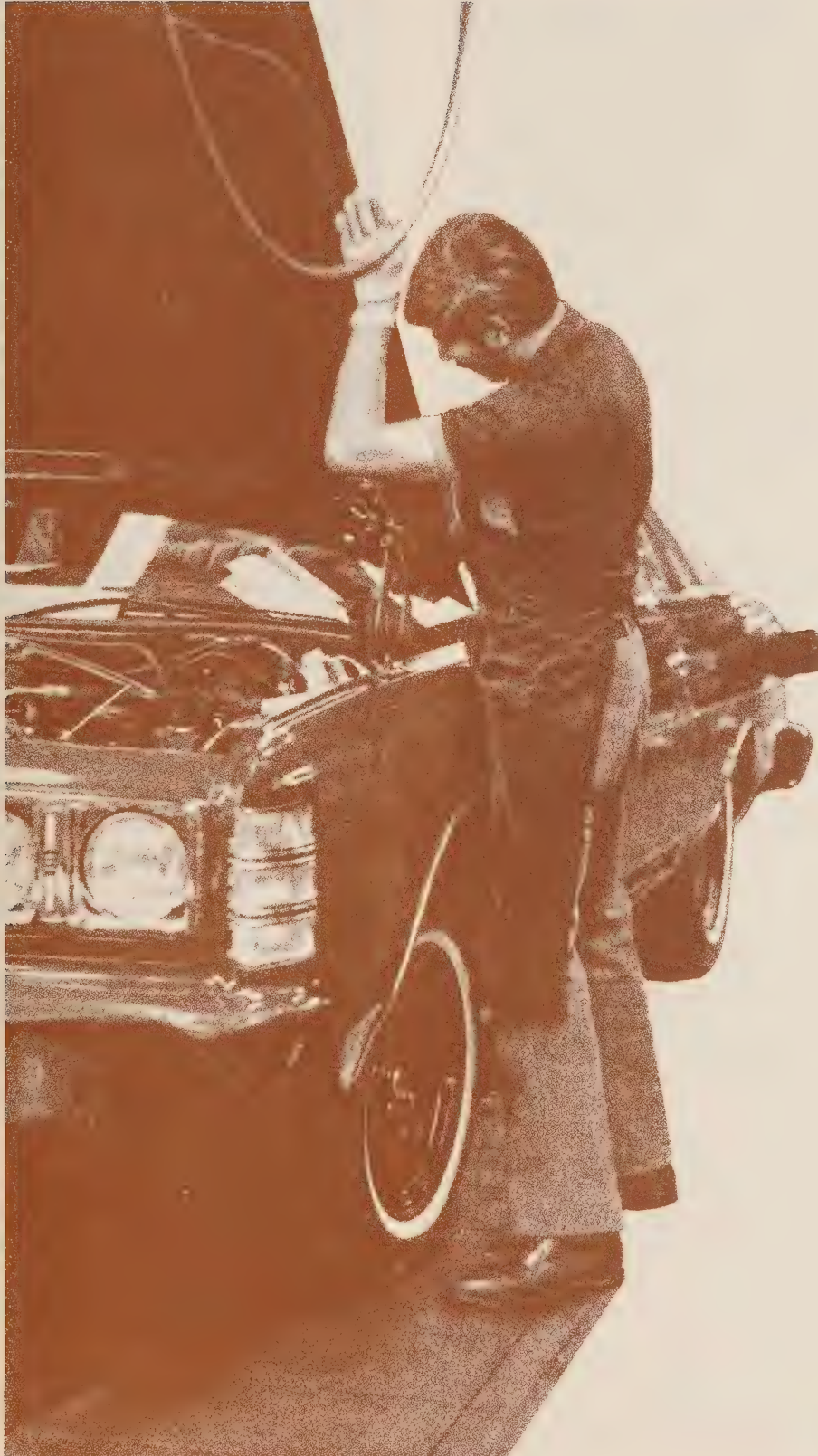
On the external side of the economy, demand for Ontario's exports will grow more slowly in 1979 than in 1978, given the expectation of weaker performance in the U.S. In particular, the auto industry may not have as good a year in 1979 as in 1978, and for Ontario this is a significant factor in export demand. The likelihood of continuing competitiveness resulting from the lower value of the Canadian dollar, however, should keep a wide range of resources, fabricated and manufactured products competitive and offset some of the impact of weaker foreign demand.

Government spending is unlikely to contribute to growth in the province given the commitment to fiscal restraint at both provincial and federal levels.



Industry

designed to achieve economic growth



Operating under the Assistant Deputy Minister, the Ministry's Industry component brings together five key branches: Industry Operations, Small Business Development, Industrial Development, Trade Development, and Evaluation and Assessment.

Industry Operations – the Ministry's program delivery system at home and abroad – consists of fifteen Ontario and seven international field offices.

For Small Business Development the focus is on the growth of small- and medium-sized businesses throughout Ontario.

Industrial Development promotes manufacturing investment and focuses on key industries.

Trade Development identifies and develops export markets.

Evaluation and Assessment provides professional and staff support for the Employment Development Fund, and co-ordinates Ministry industrial incentive programs.

The result is an organizational structure geared to provide specialist assistance to industries throughout Ontario, to encourage industrial development and to stimulate trade expansion.

Industry Operations Branch

delivering Ministry programs and linking Ontario to the world

The Industry Operations Branch has 15 strategically located offices in Ontario and seven offices abroad. Each office is responsible for the delivery of Ministry programs in the areas they serve.

In Ontario, experienced industrial development officers with private sector management experience in engineering, production, marketing, trade and finance, deliver programs and provide general business counselling to manufacturers, and fledgling entrepreneurs and inventors.

Working closely with staff at Queen's Park, the field offices make available all of the Ministry programs, wherever a client company, municipality, or interest group might be located.

Through an agreement with the federal Department of Industry, Trade and Commerce, which maintains a regional office in Toronto, the Branch acts as the initiators of that Department's programs to Ontario industries. This co-operative service adds the vast resources of that Department to

those already available to provincial business people, without incurring the costs of a duplicate delivery system.

The business counselling function has become an increasingly important aspect of the Branch's work. In 1978, field officers made 17,953 contacts with industry throughout the province. In addition, there were 944 contacts with municipalities regarding industrial development assistance.

The international offices link Ontario to the world. Offices are located in London, England; Frankfurt, Germany; Paris, France; Tokyo, Japan; and Los Angeles, New York and Chicago in the U.S.A.

Programs are delivered in these territories by area specialists from head office and the offices abroad. The offices provide customer contact in the field and deliver all Ministry programs as well as those of other provincial ministries and agencies. In addition, they ensure a continuous flow of high-quality business leads.



Ministry of Industry and Tourism Ontario Business Offices

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139 George St. N.,
Peterborough K9J 3G6
Telephone (705) 742-3459

**CENTRAL – WEST
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305 King St. W.,
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Telephone (519) 744-6391

ST. CATHARINES 5
Provincial Gas Bldg.,
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St. Catharines L2R 3B5
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143 Parkedale Ave.,
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Tokyo 105, Japan
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ONTARITOK
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Small Business Development Branch

stimulating the growth of small businesses

Through its three Sections – Advisory Services, Assistance Programs and Selective Placement – the Branch provides a full range of business services to small- and medium-sized businesses throughout Ontario. Top-calibre consultants offer clients management, technological, production and recruitment advice.

Advisory Services

The Advisory Services Section provides consulting assistance in starting a business, marketing, financial management and traffic

management. In addition, a number of programs are administered by the Section. Both counselling assistance and programs are provided at the request of the Ontario field office staff.

Marketing specialists assist owner-managers of small- and medium-sized manufacturing companies to develop viable marketing strategies and to improve marketing skills and techniques. Assistance is provided via in-depth consultations covering the appropriate elements of a marketing program. These elements include new product development, distribution strategy, pricing policy, market segmentation, promotional and packaging considerations.

Marketing plans can be developed for the Canadian, U.S., and overseas markets. Over 200 companies received marketing assistance last year.

Counselling in financial management was provided to 39 companies. Owner-managers of small businesses are assisted through introduction to proper accounting systems and controls. In addition, guidance is provided in preparing cash-flow forecasts, break-even analyses, and in establishing simple cost-accounting systems. Where applicable, an introduction to the use of computers in financial planning is provided.



Traffic management advice is offered to small- and medium-sized companies to help them determine the most economical method of packing and shipping. Individual studies are carried out by specialists with the Ontario Ministry of Transportation and Communications. In 1978, 27 companies were assisted.

A monthly bulletin, the "Physical Distribution Newsletter", is distributed to more than 6,000 Ontario companies. It keeps them abreast of the latest developments in transportation, shipping, freight rates, and customs changes.

Enquiries from people wishing to start a small business were up sharply in 1978. A total of over 3,000 enquiries were received, most of these by telephone and letter. About 150 people were interviewed and given personal counselling. More than 12,000 copies of the Ministry book, *Starting a Small Business in Ontario*, were handed out.



Computer planning model

This program was introduced during 1978 to assist small- and medium-sized manufacturers in financial planning. Thirty companies used the program, and demand has grown dramatically.

The planning model is of greatest benefit to companies considering a major change in business conditions. Projections of balance sheet, profit and loss, and cash flow can be prepared by computer based on individual company sales forecasts, costs, and complete financial data. Statements can be produced very quickly for varying conditions to assist owner-managers in selecting from alternate business plans.

Small business management development

This program is designed to improve the management techniques of small business owner-managers in northern and eastern Ontario communities by providing professional consultants, with small business experience, to examine confidentially each business and to recommend ways to

improve its operation and profit. In 1978, the program was offered in Atikokan, Blind River, Red Lake and Balmertown, Geraldton and Longlac, Manitoulin Island, Sault Ste. Marie, Iroquois and area, Tri Town, Arnprior, Renfrew, Hawkesbury, East Cornwall and Napanee. A total of 383 individual businesses were assisted in these communities.

"A" for Achievement Award

This award program recognizes outstanding achievements made by small- and medium-sized manufacturers in areas involving export sales, job creation, import replacement, new product development, technological advancements and increased productivity. Award-winning companies receive a scroll and flag presented by the Minister of Industry and Tourism.

In 1978, award winning companies were: Bayly Engineering Limited, Ajax; Dorr-Oliver Canada Limited, Orillia; Duplate Canada Limited, Oshawa; Edson Packaging Machinery Limited, Hamilton; and Linear Technology Inc., Burlington.

Assistance programs

In 1978, the Branch's production engineers travelled extensively throughout the province assisting some 250 firms.

This highly skilled group has been successful in assisting firms with problems relating to plant layout, choice of new building, assembly-line production, inventory, costing of products, production of new products, use of mini-computers and metric conversion.

Energy management

The highly successful Energy Bus program continues to assist companies battling escalating energy costs. The bus computer programs have been updated and revised enabling the Ministry's energy consultants to make detailed and realistic appraisals of potential savings, in such items as electrical power, heat recovery, and insulation economics. To date, 842 visits have identified potential savings of \$37,345,940.

Counselling for inventors

The Section counselled some 400 inventors last year. Guidance was provided on the meaning of a patent, how to carry out a patent search, how to evaluate the

marketability of the invention, the services provided by a registered patent agent and how to find companies that might be interested in the invention.

Under the 'Program to Encourage Product and Process Innovation', some 13 inventors received financial assistance to build prototypes of their invention to prove its feasibility.

Research and development incentive programs

In 1978, 21 companies received financial assistance under the 'Ontario Program for Advancement of Industrial Technology'. Under the 'Product Design and Development Program', nine companies received assistance to retain the services of a qualified industrial designer to upgrade the design and quality of new or existing products.

Small business-university assistance program

This program provides an alternative resource for small Ontario businesses which need, but cannot easily afford, professional consultant services.

The program serves as an auxiliary resource for Ministry field offices and represents a direct line of communication between the academic world and the small business sector in Ontario.

Major financing of the program is through grants made by the Ministry to the 12 business schools in the province. The program is active for 16 weeks between April and August and on a part-time basis from October to March. Student business consultants are selected on the basis of ability and interest by the business school faculty, one member of which serves as co-ordinator throughout the program.

This co-ordinator and other faculty members provide direction, guidance and advice to the students from start to finish of each business assignment.

Throughout the program, assistance from the Ministry is available through a field officer assigned to each university for this purpose.

Last year, 12 Ontario universities employing 121 students, provided management and counselling to 832 small businesses throughout the province.



Selective Placement Services

This Section develops employment opportunities for Ontario residents through two programs: entrepreneurial development and employers' skills search.

These programs were instrumental in creating a total of 9,200 new employment opportunities during 1978.

Complying with the Ministry's established policy, the users of both programs, in return for services rendered, provided a commitment to upgrade their current skills, introduce or extend apprenticeship training and/or develop industrial training programs.

The *entrepreneurial development* program assists prospective immigrant entrepreneurs who wish to establish new business ventures in Ontario. The business proposal must provide for permanent employment opportunities for Ontario residents, have sufficient capital and business expertise, and be of general benefit to the province.

A total of 252 entrepreneurial cases were reviewed last year: 140 were processed and 95 were accepted, for an estimated investment of \$40 million, with an expectation of 1,400 new employment opportunities.

Employers' skills search is a program for Ontario employers who want to expand their current labor force but are unable to find skilled or professionally qualified personnel. The service provides these employers with information and assistance on human resourcing, both domestically and internationally.

The demand for assistance through the employers' skills search program remains exceptionally high, and the Section serviced 1,840 employers last year. Overseas recruiting programs were provided to 63 of the companies who were unable to fill their vacancies from within Canada. As a result of the recruiting, 1,026 offers of employment were made. In addition, the Section dealt with 8,700 telephone enquiries on matters of human resourcing.

Overseas recruiting and hiring of specialized skills is only undertaken after an extensive search for comparable talents has been

completed in Canada, and where it is proven that the importation of such skills is imperative to the company's success.

As a result of recruiting highly-skilled technical and professional experts from outside Canada, a minimum of six new jobs were generated for each imported skill.

Both programs are operated in co-operation with the Canada Employment and Immigration Commission, in liaison with other provincial ministries.



Industrial Development Branch

promoting manufacturing investment and focusing on key industries

The Industrial Development Branch carries out its work through Sections which provide industrial development, product manufacturing development and industrial services to medium- and large-sized companies, manufacturers and municipalities throughout Ontario. It also represents the views of the industrial community in the development and application of policies at various government levels.

Industrial Development Section

Experienced industry sector specialists work with industry associations, consult with individual companies, organize special seminars, arrange technology missions and provide technical information and assessments within the Ministry.

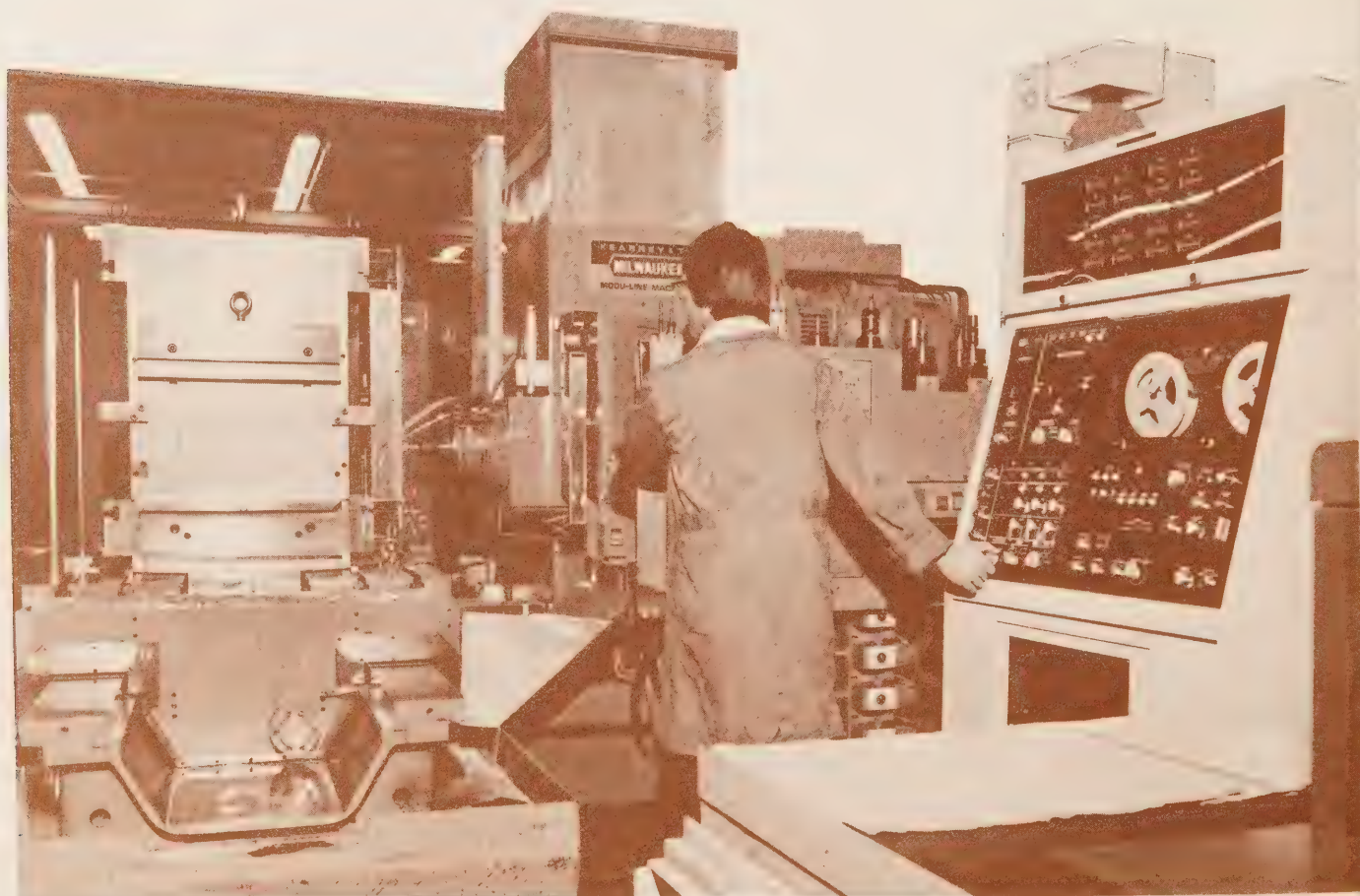
Technology missions and seminars

Five technology missions were conducted last year. Such missions include visits to major international expositions and conferences plus tours of the most progressive manufacturing plants where innovative machinery, processes and methods can be observed.

A mission to Atlanta, Georgia saw the latest advances in renewable energy and heat-recovery

technology and equipment; a mission attended Interpack '78 and Euro-plastique '78 in Dusseldorf and Paris, respectively; a third mission, of interest to publishers, printers and book manufacturers, visited the Book Fairs in Frankfurt and London and toured several major printing houses; a delegation went to a Radiation Processing Seminar in Miami; the fifth mission went to the International Food Products Exhibition in Paris.

Seminars are used to present specific technological and business information to Ontario manufacturers. During 1978, eight seminars were held. Five of these dealt with energy management topics. Other seminar topics included waste treatment chemicals and waste treatment and solvent reclamation.





'Shop Canadian'

The 'Shop Canadian' program is part of a major three-year economic development initiative. It involves co-ordinated appeals to groups throughout the community – retailers, manufacturers, governments and other public agencies, business, trade and professional associations and the general public – to encourage the broadest possible support for Canadian-made manufactured products.

The objective is to reverse the trend of rising imports of manufactured goods and create jobs. The lower Canadian dollar, by making Canadian products more price competitive, presents Canadian manufacturers with an opportunity to increase domestic market share, exports abroad and to improve productivity because of greater output.

In a June Gallup Poll survey of 1,103 people in Ontario, 67% stated there were clear benefits to them from

choosing Canadian-made goods. Nationwide research reported similar findings. Research also showed that Canadians have a high opinion of the quality of goods made in Canada.

The 'Shop Canadian' message to the consumer gives examples of actual employment generated by small changes in common consumer purchases. A 5% shift in the domestic market share to Canadian-made products would result in an estimated 73,700 jobs.

The Ministry is working with many industry associations to develop specific 'Shop Canadian' activities tailored to their needs. It has also contacted several thousand Ontario manufacturers offering trade and sourcing information. Response has been very positive.

Leather and footwear industries

The setting of quotas and the lower value of the Canadian dollar has given Canada's footwear industry new blood and an exciting future outlook. Since 50% of the footwear sector and over 75% of the tanning industry is located in Ontario, the potential and importance of job creation efforts are substantial.

The Ministry has been working closely with shoe manufacturers on ways to acquire new manufacturing technology and equipment. Training courses are being set up for technical operators, maintenance personnel and designers.

Last year, the Ministry worked with six shoe manufacturers in the Waterloo region to help them acquire, on a joint basis, computerized equipment for pattern grading and marker making. This equipment is enabling the group to save \$100,000 annually and reduce by 75% the time required to bring a new shoe design into production.

Pulp and Paper

Massive investments exceeding \$400 million in plant and equipment to modernize this vital Ontario industry, introduce necessary pollution controls and increase exports are planned by the industry in the next 5 years. The Ministry has a key role in allocating innovative and practical incentives through the Employment Development Fund to companies prepared to make substantial commitments.

In addition to a lead role through the Special Task Force on Ontario's Pulp and Paper Industry in developing and implementing policy initiatives, the Ministry is working with Ontario and Canadian companies that can supply most of the equipment, machinery and building components to create new jobs and stimulate the economy.

Trillium Awards

Previous winners of this furniture industry award report substantial sales successes for their award-winning designs due to wide coverage given the event by the news media in Ontario and across Canada.

The 1978 awards, based on design, value and market acceptance, were presented by the Minister of Industry and Tourism in January, 1979, at the Constellation Hotel, Toronto, where the award-winning furniture was displayed.

In this competition, jointly sponsored by the Ministry and the Ontario Furniture Manufacturers' Association, the top five awards were won by: Maurer Furniture, Toronto; Kaufman Furniture, Collingwood; Flair Furniture, Toronto; Heirloom of Canada, Chesley; Marshall Industries, Toronto.

A special award was made to DuBarry Furniture of Toronto for a steamer lounge chair design.

Pollution control equipment

The Canadian market for pollution control equipment is expected to grow substantially over the next decade. To pinpoint this market and assist Ontario manufacturers to capitalize on opportunities, the Ministry in co-operation with the Ontario Ministry of the Environment is making a definitive study of the industry and expected developments in products and processes. The basic objective is to increase the employment of Canadians in this industry.

Plastics

One of the outstanding developments in the field of plastics last year was the official opening of Petrosar's world-scale resin plant in Sarnia in June.

Now nearing completion in that same location is Shell Canada's world-scale polypropylene facility.

The Ministry continues to provide on-going assistance to Ontario plastics firms through direct contact and co-operative activities and projects with the Society of the Plastics Industry of Canada.



Defence business opportunities

Federal expenditures for capital equipment for the Canadian Armed Forces is expected to exceed \$100 million annually over the next 15 years. Several large programs involve prime contractors outside the country. To reduce the impact on our balance of trade, considerable effort has been placed on promoting Canadian industry participation. Business opportunities include defence products as well as commercial and industrial goods and services.

During 1978, the Branch helped co-ordinate industry briefings presented by prime contenders on the new fighter aircraft program. Several hundred representatives from Ontario companies attended these seminars to gain first-hand knowledge of the program and plans of the contenders. Working with the Ministry's field offices, the Branch organized industry interviews and plant visits between the prime contenders and several hundred firms. These efforts will be increased when the contract is let in 1979.

Textile and apparel

The definite effect of the quotas and tariffs established in 1976 has been readily noticed in the market place with the increased purchases made by Canadian retailers in the domestic industry.

Aligned with this positive surge, the 'Shop Canadian' program has added further impetus to the increased production of both the primary and secondary industries.

The Ministry is involved in working with both these sectors on expansion programs that will lead to further use of existing production facilities, increased employment and advanced technological machinery and concepts to improve efficiency, quality and delivery.

Product/Manufacturing Development Section

This Section develops programs and works with established industry to find profitable new manufacturing opportunities for maximum use of production facilities.

The opportunities presented to Ontario industry come from Canada and the Ministry's foreign offices around the world. They offer new technology, designs, products and contracts and often investment capital.

All activities within this Section are closely co-ordinated with the Ministry's foreign and regional offices.

Manufacturing and Marketing Opportunities Bulletin

This monthly bulletin, distributed to over 6,500 Ontario businesses, is divided into the following sections: mergers and acquisitions, joint ventures, manufacturing arrangements, industrial procurement (production facilities and contracts available), inventions, and agents and distributors. In 1978, 11 bulletins were published with 1,400 items which generated over 8,000 enquiries.





Product prospecting missions

This program has been developed to encourage Ontario industries to seek new products and business opportunities from foreign countries. Ontario business people are assisted by the Ministry to visit major international trade fairs and meet with foreign industrialists to discuss potential business opportunities. Appointments and plant visits are arranged by the Ministry's foreign offices. In 1978, 42 business people participated in five product prospecting missions which visited five countries.

Manufacturing Opportunities Shows

The last major Manufacturing Opportunities Show was held in 1976, and emphasis since then has been placed on import replacement at smaller shows. During 1978, three industrial shows were held in Cambridge, Owen Sound and Toronto. Sixteen companies exhibited imported components worth over \$27 million. Initial results indicate that over \$3 million worth of imports will be replaced with Ontario-made components. In addition to these small yet successful shows, a major Government Purchasing Opportunities Exhibition was held in November at Harbour Castle Hotel, Convention Centre, Toronto, where over \$28 million of imported products purchased by governments and Crown agencies were on display. Initial results indicate that millions of dollars worth of these components will be replaced by Ontario-made goods.

Manufacturing Opportunities Days

The Manufacturing Opportunities Days program is conducted by the Ministry's Ontario offices, and brings business opportunities to various agents in the province via microfiche displays and appointments on a one-to-one basis. This service is an extension of the Manufacturing and Marketing Opportunities Bulletin. Over 1,000 opportunities are available for review under this program.

Business opportunity sourcing system

This new program developed between the Ministry and the federal Department of Industry, Trade and Commerce, is a data source for sales and manufacturing information within or outside the province. It provides Ontario industries with a quick source of information of various companies, and with the names of companies that can supply services or products as required by either foreign or Canadian parties. Over 500 enquiries were processed in 1978.

Industrial Services Section

This Section provides consultative and technical advice to companies seeking locations in Ontario for new manufacturing facilities. Industrial development consultants work with industry to find available sites and buildings, and provide data on labor skills, rates and availability, transportation facilities and rates, municipal services and taxes. To support this activity, profiles on over 275 municipalities are maintained and published annually.

On-site visits and liaison work with other levels of government help expedite the site location process for manufacturing firms.

During 1978, 275 companies considering establishment of an Ontario manufacturing facility were assisted by this Section.

Through consultation and programs specifically designed for municipalities, this Section provides advice and technical expertise to communities on methods of attracting and

accommodating industrial development. In support of this service, the Industrial Development Training Program encourages municipalities to establish suitable activities to facilitate industrial expansion and growth. In 1978, industrial training courses were held at Dryden, Collingwood, Sarnia, Blind River, Bruce County and Haldimand-Norfolk.

The Industrial Parks Program, covering eastern and northern Ontario, provides loans to municipalities and private developers to assist in the acquisition and/or the provision of internal services for the development of a planned industrial park. During 1978, eight municipalities submitted projects

for consideration. Under this program, industrial parks have been established in Sault Ste. Marie, Renfrew, Kingston and the Township of Gloucester.

In addition to dealing directly with industry and municipalities, this Section also reviews and analyzes proposed new legislation, regional strategies, and land-use plans which can affect the location of industry throughout the province. Furthermore, this activity also considers how other ministries' policies and programs relate to economic development needs with respect to the provision of industrial land sites, municipal services, hydro requirements and transportation systems.

Trade Development Branch

stimulating business development and trade expansion

The Trade Development Branch provides specialized programs and services to support and stimulate business expansion domestically, and to aggressively seek out new markets overseas. Its objective: to increase Ontario's share of world export trade and so increase employment and foreign exchange earnings.

In co-operation with the Ministry's offices overseas, Ontario field offices, and close liaison with Industry, Trade and Commerce and the Federal Trade Commissioners Service, the Branch provides professional assistance on a commodity or sector basis for trade expansion to the world.

In 1978, all the Ministry's international offices promoted Ontario manufacturing and trade expansion through such activities as missions, industry consultations, trade shows, exhibitions, seminars and workshops.

The *business opportunity mission program* in the U.S. was broadened to include business investment missions. Nine such missions were attended by 315 key U.S. industrialists.

The *trade mission program* consisted of three general sales missions and 91 solo missions. A total of 115 manufacturers received assistance in developing export sales.

Foreign buyers are encouraged and assisted to visit Ontario and appointments and facilities are arranged with Ontario manufacturers. During 1978, 118 such visits were arranged.



Ontario manufacturers were assisted to participate in four trade shows and exhibitions in North America. Through this program, 29 Ontario manufacturers were able to present their products directly to potential buyers.

A product introduction program helped 52 Ontario manufacturers to directly present their products in a sample-room display format to some 800 buyers.

Export consultation is offered to Ontario manufacturers. Private, personal meetings are held to discuss all questions related to exporting to the U.S. Over 1,100 such consultations were provided.

The agents and distributors program finds satisfactory representatives to sell the products of Ontario manufacturers. During 1978, 269 representatives signed contracts.

A total of 12 contracts were signed by Ontario companies to manufacture and market products in Canada from U.S. sources under terms of joint ventures or general manufacturing licensing. In addition, 16 contracts were negotiated for new manufacturing plants in Ontario.

Comprehensive marketing and industrial development information and assistance given by European offices resulted in over 2,000 appointments for Ontario's business community with foreign industrialists, selected buyers and distributors.

In 1978, 800 foreign entrepreneurs were encouraged to negotiate for joint ventures, or licensing arrangements, with Ontario firms; to locate new manufacturing establishments in Ontario; and to arrange for sub-contract production in the province.

Four successful *business opportunity missions* were carried out by the Branch. Such missions are specifically designed to familiarize industrialists and buyers with profit opportunities available in Ontario.

Fifty-three Ontario manufacturers participated in six trade shows and exhibitions in Geneva, Switzerland; Basle, Switzerland; Zagreb, Yugoslavia; Birmingham, England; Hannover, West Germany; Leipzig, East Germany.

Eighty-two *international buyers* came to Canada to view Ontario products exhibited at domestic trade shows, and to negotiate directly with manufacturers.

A total of 122 manufacturers were introduced to European markets through participation in Ministry trade missions as well as with assistance provided under the federal government's Program for Export Market Development.

Foreign service officers visit the province annually for meetings with Ontario's business people. Such meetings and export-oriented seminars were held at Hamilton, Oakville, Mississauga, Markham, Keswick, Perth, Ottawa, Bramalea, Concord, Thornhill, Weston, Peterborough, London, Kitchener, Brantford, Agincourt, Burlington, Windsor, Whitby, Bolton, Kanata and Cambridge.

In Latin America and the Pacific region, 30 companies were assisted in their sales efforts in 13 countries.

Of importance was the Ontario visit of 24 members of the Japanese government on a "directors" study tour. In-depth business discussions were held about a variety of trade-related subjects.



Ten Ontario companies participated in the Australia International Engineering Exhibition held last September in Sydney.

Singapore was the venue for the International Building Exhibition (SIBEX '78) with 18 Ontario companies and three trading houses represented.

During the year, 36 buyers brought in from 12 countries (Colombia, Haiti, Venezuela, Japan, Argentina, Brazil, Panama, Ecuador, Cuba, Trinidad, Mexico and Barbados) visited 97 Ontario manufacturers.

A March seminar focusing on business generated by international capital projects in the Far East was held in Toronto last year in co-operation with the Consulting Engineers of Ontario.

Implementation of an important new program – *Program for the Export of Administrative and Technical Expertise* (PEATE) – was announced last April to some 125 contractors, manufacturers, consulting engineers and representatives of community colleges attending a seminar on "The Training Role in International Projects".

A seminar in June, featuring a major U.S. aircraft corporation, discussed a parts supply program for worldwide projects. Some 58 Ontario manufacturers, architects and consulting engineers attended.

A market workshop was conducted to familiarize Ontario manufacturers with the market potential in Brazil and Argentina. *Capital projects* probes comprising 20 Ontario companies visited 12 countries in 1978. Consulting engineers, architects, management consultants and major equipment manufacturers investigated the potential for future projects in Kuwait, Morocco, Tanzania, Saudi Arabia, Iran, Israel, Caracas, Venezuela, Egypt, The Sudan, Tunisia and the United States.

Thirty-five business people from 9 countries visited Ontario for meetings with interested Ontario manufacturers to discuss equipment supply capability and service for projects in their countries – Korea, New Zealand, Hong Kong, Israel, Indonesia, Ecuador, Egypt, Nigeria and the United States.

Trade missions and trade fairs will continue to be an important program of the Ministry in 1979. The Branch will be aggressively seeking out new markets for Ontario manufacturers with the Ministry exhibiting at major exhibitions throughout the world. The trade mission program will be considerably expanded to take advantage of new opportunities opening up, principally as a result of the currency exchange advantages that have materialized over the past year.

The Branch will continue with its successful 'Shop Canadian' program. Special efforts will be made in 1979 to encourage the use of Canadian-made products through import substitution programs, and assistance in the expansion of domestic trade with Canada as a whole.

A computerized sourcing capability is now available to all foreign buyers and this capability will also be made available to Ontario companies for the 'Shop Canadian' and Import Replacement programs of the Branch.

The importance of incoming delegations, representing both trade and industrial development, cannot be over-estimated. The Trade Development Branch will be responsible for hosting all such delegations to the province.



Evaluation and Assessment Branch

co-ordinating Ministry industrial incentive programs

The government of Ontario has established a special, \$200 million Employment Development Fund to stimulate job creation and business investment in the province. The fund operates under the direction of a board of ministers that selectively assesses applications from Ontario corporations seeking incentive assistance.

The Assistant Deputy Minister of Industry and Tourism is the fund's program director and the principal contact for applications to the board of ministers. The Evaluation and Assessment Branch directly supports the program director and is responsible for co-ordinating, screening, analyzing, and negotiating requests for incentive assistance and monitoring approved cases. The Branch also assists in recommending policies, criteria and guidelines for the Employment Development Fund and in co-ordinating and evaluating other related government assistance programs.

**Ministry of Industry & Tourism
Business Publications**

- Ontario in Statistics Booklet
- Starting a Small Business in Ontario
- Ontario Business News
- Bi-monthly
- Municipal Profiles
- Municipal Industrial Development Guide
- Annual Directory of Industrial Development Contacts
- Industry Sector Reviews
- Manufacturing and Marketing Opportunities Bulletin
- Statistical Profiles of Ontario Manufacturing Industries
- Ontario Subsidiaries of Foreign Manufacturing Companies
- Market Profiles of Foreign Countries
- Exporting Made Easier
- Ontario Exports by Countries, Commodities and Industries
- Ontario Imports by Countries, Commodities and Industries
- Doing Business in Ontario
- Ontario – Canada's Province of Opportunity
- Energy Bus Booklet
- Shop Canadian Literature & Manufacturers/Retailers Kits



Ontario Development Corporations

creating new jobs, replacing imports,
increasing exports

The various programs offered by the Ontario Development Corporation (ODC), Northern Ontario Development Corporation (NODC), and Eastern Ontario Development Corporation (EODC), have added substantially to Ontario's industrial potential while providing thousands of new jobs to previously unemployed and underemployed citizens.

Corporation programs are aimed at ensuring that the investment of Ontario government money is planned, directed, and applied in a manner that will have the most beneficial impact on the economic and social life of Ontario and Canada. In addition to creating new jobs directly, programs are designed to generate additional employment in supply and service industries and to reduce imports and increase exports.



Structure

The three Crown Corporations are closely related and have interlocking boards of directors, consisting of business and professional people who are mainly resident in, and familiar with, the areas served by their respective corporations.

Both NODC and EODC are represented on the board of directors of ODC, thus providing an opportunity for the Corporations to work together towards balanced economic growth.

All three Corporations receive applications, prepare submissions, research prospective borrowers and approve loans. ODC, however, as the parent organization, is responsible for loan documentation, technical evaluation, loan disbursement and loan administration.

Areas Served

The allocation of government funds for business through three separate Crown Corporations, reflects the unique characteristics and conditions in northern, eastern and southern Ontario.

NODC operates throughout northern Ontario, including the Districts of Parry Sound and Nipissing. The Corporation's head office is at Queen's Park, Toronto; branch offices are located in Sudbury, Timmins and Thunder Bay.

The area served by EODC covers 17 counties, eastward from and including the counties of Northumberland, Victoria and Haliburton. Its head office is also located at Queen's Park, with branch offices in Ottawa and Kingston.

Central and southwestern Ontario are served by ODC, with branch offices in London, Orillia, and Willowdale and head office at Queen's Park.

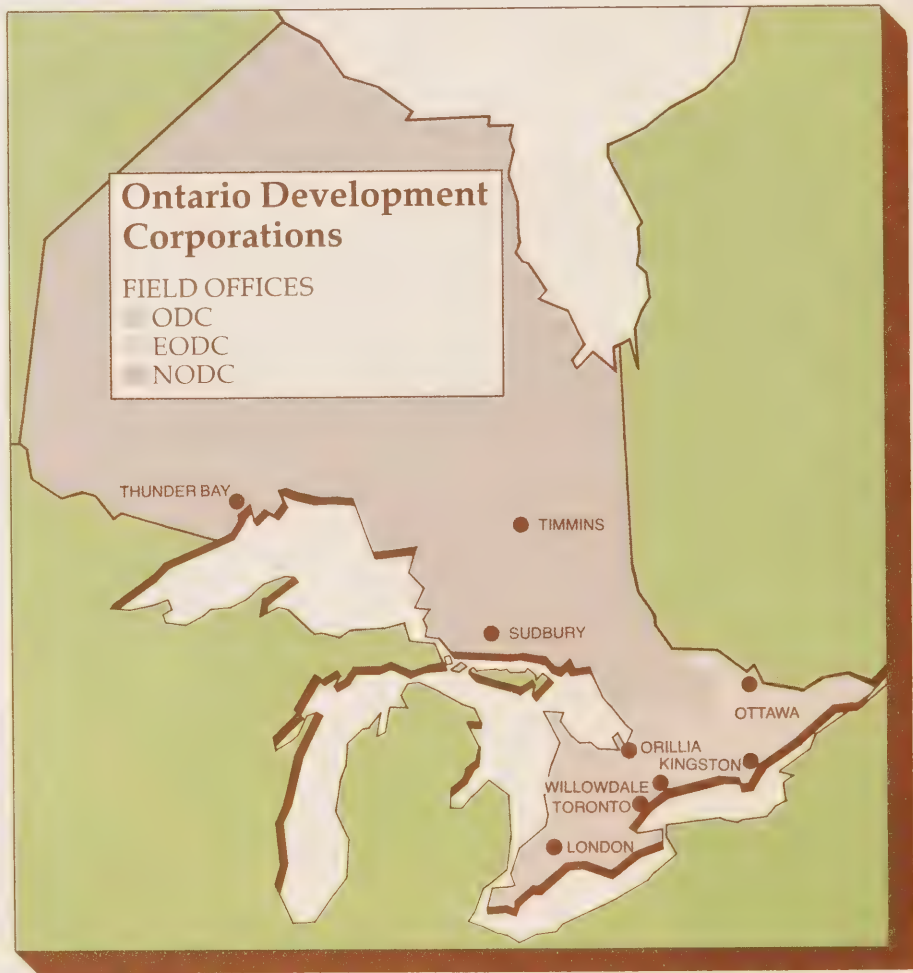
Loan Programs

Loans are offered by the Development Corporations to new and existing businesses where funds are not available from conventional sources on reasonable terms and conditions. Eligible businesses include secondary manufacturing industries, service industries closely allied to manufacturing, tourist operations and tourist attractions.

The Ontario Business Incentives Program (OBIP) offers special incentives to encourage the starting of new manufacturing enterprises and expansion of existing industries. These loans are repayable but repayment may be deferred and interest waived for up to five years.

OBIP provides for 90% of capital costs under NODC terms, 75% under EODC and 50% under the terms of ODC loans. For all Corporations, the maximum loan available to any one applicant was \$500,000. Capital costs include new machinery and equipment, used machinery under warranty, construction of new buildings, purchase of existing buildings and the costs of their renovations or modifications.

In order to qualify for OBIP loans, applicants must demonstrate the need for an incentive, the ability to contribute to Ontario's industrial and regional development policies, and to provide and maintain a satisfactory number of jobs.





Term loans and bank guarantees are also offered by all three Corporations, and are available for constructing, purchasing, or expanding buildings; purchasing pollution control and energy-saving equipment; financing new products and technology; financing exports; purchasing the fixed assets of a company in order to preserve operations and jobs.

Generally, interest rates on most loans are comparable to rates offered in the private sector. Interest rates are reviewed quarterly and, if necessary, adjusted to suit current economic conditions. Lower interest rates were offered on loans of less than \$200,000 to small businesses and on loans for financing foreign accounts receivable.

The Development Corporations Comparative Statement of Loan Approvals (Net of Recissions) (\$000's)

*To January 31, 1979

	Ontario Business Incentives Program		Export Support Loans		Small Business Loans		Tourist Loans		Industrial Mortgage Loans		Other		Totals	
	#	Amt.	#	Amt.	#	Amt.	#	Amt.	#	Amt.	#	Amt.	#	Amt.
ODC														
1977-1978	27	6,431	27	4,244	111	7,830	6	502	15	3,001	11	2,264	197	24,272
1978-1979*	39	10,966	35	5,930	50	3,262	7	1,000	6	2,313	39	10,003	176	33,474
NODC														
1977-1978	22	4,630	1	103	14	629	31	2,552	2	153	1	1,000	71	9,067
1978-1979*	25	4,802	1	400	11	479	16	2,182	3	1,104	4	342	60	9,309
EODC														
1977-1978	62	13,544	2	185	23	838	13	1,120	4	468	1	464	105	16,619
1978-1979*	56	14,502	2	1,270	9	373	11	868	6	1,069	7	2,165	91	20,247
Totals														
1977-1978	111	24,605	30	4,532	148	9,297	50	4,174	21	3,622	13	3,728	373	49,958
1978-1979*	120	30,270	38	7,600	70	4,114	34	4,050	15	4,486	50	12,510	327	63,030
Inception to Jan. 31/79	465	112,664	237	46,838	547	25,333	509	56,299	329	64,066	804	104,791	2891	409,991

Tourist industry loans, which account for 19% of the total loan approvals, are offered for establishing new tourist facilities, and for upgrading, winterizing, and expanding existing facilities. These loans are available only in areas where tourism is of major importance to the economy. Tourist lodges, housekeeping cottage operations, restaurants, resort motels and hotels, and tourist marinas providing facilities in addition to docking, are eligible for tourist industry loans. All tourist industry loans approved by EODC and NODC carried an interest rate 2% below the Corporations' base lending rate. This low rate also applied to ODC tourist industry loans approved for the expansion and/or upgrading of existing facilities, but loans for the establishment of new tourist operations were subject to the regular lending rate.

Loan Approvals

The ten-month period from April 1, 1978 to January 31, 1979, shows that the Development Corporations processed 327 loans and guarantees totalling \$63,030,000. This represents an increase of 21% in dollar volume, compared to the entire previous fiscal year 1977/78. Over 13,000 new jobs will be created over the next five years as a direct result of these loans.

Since 1966, the Development Corporations have processed 2,891 loans worth \$409,991,000. It is estimated that these loans will have generated 68,520 new jobs by 1983.

Industrial Parks

ODC owns and operates two industrial parks – Huron Industrial Park, located 40 kilometres north of London, near the town of Exeter, and Northam Industrial Park, located in the Town of Cobourg, 110 kilometres east of Toronto on Highway 401.

The parks contain over 9 million square feet of manufacturing space in buildings ranging in size from 5,000 to 100,000 square feet, with on-site accommodation for 361 families. In addition to convenient access to major rail and highway routes, Huron Industrial Park contains its own airport with three paved runways.



Ontario House, England

looking after Ontario's interests in the U. K. and Ireland



Ontario House, in London, England comes under the direction and control of the Agent General. Services of the Ministry are available through the Business Development Branch, Tourism, Selective Placement, and Information Services.

On August 1, 1978 W. Ross DeGeer assumed the post of Agent General, taking over from Ward Cornell, who had completed six years as the province's representative in the U.K. Mr. DeGeer, formerly principal secretary to Premier Davis, spent much of his earlier career as an investment dealer. On taking up the appointment he said he would continue and extend the trade, industrial and tourism development work carried out by his staff of specialists, which has made Ontario House the largest and most active of the province's overseas offices.

All Ontario government ministries are represented through the Agent General's office. Work carried on includes setting up itineraries, meetings, conferences, and making arrangements for visits to Britain of high-level committees, delegations, study groups and institutional government personnel. This involves contact with British government agencies, and both public and private bodies. The Agent General also maintains a watching brief on U.K. government activities.

Business Development Branch

Business introductory services were fully used as Ontario manufacturers sought a wide range of contacts in the U.K. and Ireland.

Export prospects were actively examined by 238 Ontario manufacturers and agriculture and food producers who visited Britain. They were introduced to 805 U.K. importers, buyers and agents. Through correspondence, another 372 Ontario companies were advised of 1,344 sales or agency enquiries.

Trade shows held in the Iroquois Room Display Centre by 19 separate Ontario companies attracted orders estimated at \$5.2 million.

Direct assistance was given to Ontario manufacturers and agriculture and food producers in obtaining U.K. sales worth \$24.5 million; contacts led to the setting-up of 136 distribution arrangements in Britain. Help on similar arrangements in the Middle East, Far East, and African countries for Ontario manufacturers was also carried out.

Some 80 of the province's manufacturers visited the U.K. seeking know-how and new products for production in Ontario. They attended business meetings with 568 British manufacturers. An additional 169 Ontario manufacturers were put in touch through correspondence with 586 U.K. companies.

The Branch makes arrangements for Ministry-sponsored missions involving sales, new products, industrial know-how, technology, and agriculture and food. It organizes participation at trade exhibitions and provides contacts for visiting Ontario municipalities seeking new industrial prospects.

Tourism

Promotional activity aimed at increasing the number of European tourists to Ontario is carried out by the Tourism Section. This has led to significant increases in special-interest tours being offered by U.K. travel agents. Another fast-growing area in U.K./Canada tourism is "add-on" programs directed at the large-volume "Visiting Friends and Relatives" traffic which still provides the bulk of the over 400,000 travellers who annually set out for Canada. Ontario's share of this total is about 250,000. In 1979, a 10% increase is predicted on both these figures.

The Tourism Section also covers Holland, and Dutch visitors to Ontario continue to increase at a quicker rate than in other European countries. Some 50,000 Dutch visitors are expected in 1979.

Activities in 1979 will include: a stepped-up program of advertising in the U.K. travel trade press; seminars, and marketplace promotions in partnership with other Canadian tourism promotion agencies.

Selective Placement Services

Expert, and in-depth services are provided for recruitment in the U.K. and Europe of specialized personnel for jobs that cannot be filled from Canadian sources. These cover requests for highly qualified technical and professional personnel by Ontario manufacturers active in a wide variety of technologically-advanced industries. An important function is assisting entrepreneurs seeking to immigrate and establish viable business enterprises in the province. Both functions are carried on within the framework of Canada Manpower and Immigration regulations limiting hiring of non-residents.



Information Services

A comprehensive range of press, information and public relations services continue to be made available to Ontario manufacturers, commercial companies and organizations as well as cultural and social groups, government ministries and individuals.

Support activity for other Sections at Ontario House includes organizing window displays featuring Ontario products, as well as tourism, cultural and prestige subjects. Additionally, *Ontario Bulletin* is edited and published eight times a year to a U.K. readership of more than 7,000.

An information service is made available to U.K. journalists and writers involving provision of articles, photographs, and specialized information. The Ontario House film library provides a varied list of titles for borrowers.

Ontario films are also being offered to U.K. national and regional TV stations.

Arrangements were made for the visit to the province of 10 U.K. journalists and media representatives through the Division of Tourism's Visit Ontario Program.

A History of Ontario House, the first definitive work to look at the history (from 1795) of the province's representation in Britain, was published. Some 800 copies distributed in the U.K. were favorably received.

Ontario Minister of Industry and Tourism, Larry Grossman (right), Assistant Deputy Minister, Red Wilson (left), and Ontario's newly appointed Agent General in the U.K., Ross DeGeer (center).

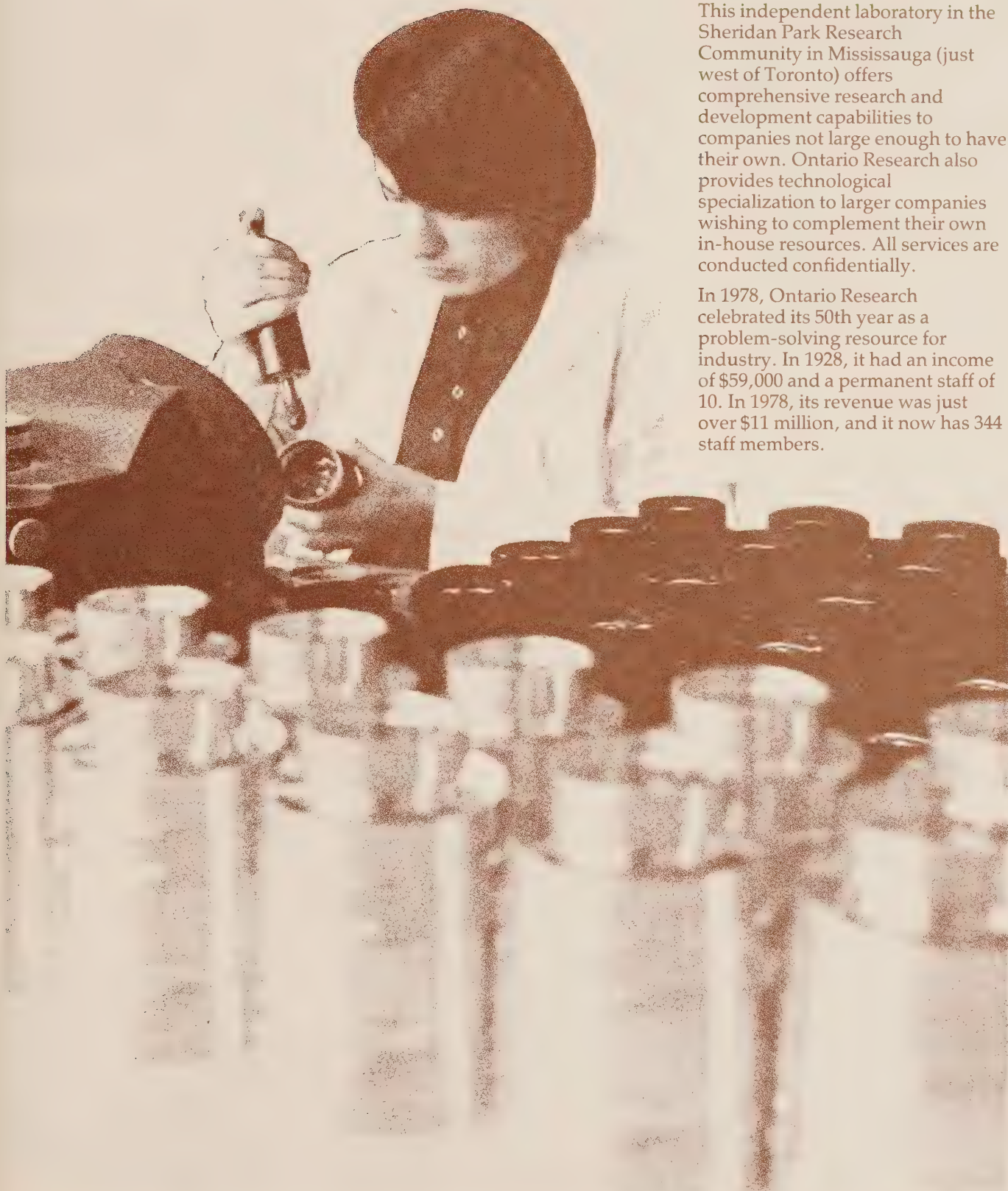


Ontario Research Foundation

helping Ontario industry keep abreast
of scientific and technological changes

This independent laboratory in the Sheridan Park Research Community in Mississauga (just west of Toronto) offers comprehensive research and development capabilities to companies not large enough to have their own. Ontario Research also provides technological specialization to larger companies wishing to complement their own in-house resources. All services are conducted confidentially.

In 1978, Ontario Research celebrated its 50th year as a problem-solving resource for industry. In 1928, it had an income of \$59,000 and a permanent staff of 10. In 1978, its revenue was just over \$11 million, and it now has 344 staff members.



Since 1948, the Ontario government has provided an annual grant to help Ontario Research develop the most up-to-date capabilities for industry. In 1978, funds from this grant represented less than 25% of its operating revenue, and about 30% of its capital equipment expenditures.

In 1978, Ontario Research provided services to 1,592 companies representing major sectors of primary, secondary and service industries. More than 1,000 of these companies spent less than \$1,000 each, representing only 3% of Ontario Research's total revenue.

From its launching in 1928, Ontario Research moved quickly into research on industrial processes, cost-saving techniques and product improvements oriented toward expanding the sales of its industrial clients in domestic and foreign markets. Five decades of experience in these areas led in 1978 to the birth of a new entity, ORDCO Technology Limited. ORDCO will initiate new industrial ventures based on high technology. The first such venture will be the commercialization of Wetox[®], a patented industrial waste treatment process acquired by Ontario Research in 1976.

Ontario Research has a tradition of early entrance into important new fields of industrial technology. While not primarily a testing and analysis center, it has always entered into this work when Canadian industry could not obtain adequate services elsewhere, as with quality control in the 1930s, metal fatigue and corrosion in the 1940s, pollution measurement in the 1950s, pesticide residues in the 1960s and materials flammability in the 1970s.

Ontario Research's professional and technical staff work in project-oriented teams. Currently, areas of major emphasis include energy, environment, materials, products and processes, and resources.

Work in *energy* more than doubled in 1978. Solar energy, conservation and alternate fuel technology continued to be major areas of activity.

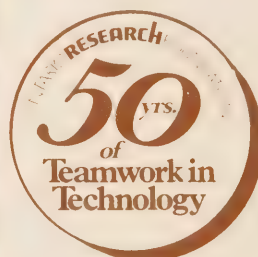
The quality of the *environment* is of special concern to Canadian society. Ontario Research's involvement in environment work is extensive and covers a range of activities from assessment of pollution problems to the development of control technology.

The technology of *materials*, from research and development into new applications, to testing for properties and performance, is an area of major activity. This work covers a broad spectrum from insulating materials for buildings to bio-compatible polymers for human implants.

Manufacturing is the most important component of Ontario's economy, and assisting companies in the development of *products and processes* has been a prime concern of Ontario Research since its inception. The industrial range covers, among others, pulp, paper and wood products, powder metallurgy technology, structural dynamics, stress analysis and equipment testing, textiles, clothing and footwear.

With the need to move toward a conserver society, increasing attention is being focused on the recovery and re-use of materials from waste products. The recovery and processing of materials from naturally occurring minerals and forest *resources* is a continuing activity of Ontario Research.

There have been many changes since 1928, but for Ontario Research some issues are as important now as they were then. It continues to focus on the needs of Canadian industry and to insist upon scientific and technological excellence. Relevance to industrial needs and adaptability to changes in those needs are essential elements in the Ontario Research philosophy, as it now begins its second 50 years of technological partnership with industry and government.





Sheridan Park Research Community

**making unique contributions to
industrial and technological development**

Located in Mississauga (just west of Toronto), this corporate research community was founded in 1963 by the first four of the present 15 corporations which had been looking for a prime location for their separate research and development facilities. They developed the concept of a campus-like environment for the mutual use of many organizations.

Because the community and concept have been remarkably successful, the corporate population of Sheridan Park has steadily increased and facilities have been expanded.



In 1977, expansions were undertaken at Gulf Research and at Warner-Lambert. In 1978, the Ontario Research Foundation extended its main building to provide additional lab space and the Domglas Technical Centre was doubled in size to accommodate the Marketing Research & Development Groups of the Packaging Division of Domglas' parent, Consolidated-Bathurst Ltd. In 1979, at least three new major industrial R & D installations are likely.

A major expansion of the Sheridan Park Conference Centre, including the Park employees' club and licenced cafeteria, was completed in mid-1978 providing additional space and flexibility.

The research community has an association to organize and co-ordinate activities and administer its programs. The association, made up of member companies on a volunteer basis, ensures that major policies are carried out and that the criteria of residency within the park are met.

Several committees, staffed by member companies, organize ongoing activities.

The Technical Co-ordinating Committee arranges seminars, presents scientific films and maintains a catalog of skills for cross-referencing of all resources found within the community. On October 10, 1979, this committee will hold its sixth biennial symposium at the Conference Centre. The subject will be energy management.

The Library and Information Sciences Committee keeps resident, associate and affiliate company libraries abreast of advances in literature-searching and computerized information retrieval services via workshops and consultations with both private and government information sources. In 1978 it prepared a brief for the federal Ministry of Consumer and Corporate Affairs on its proposed revisions to the Canadian copyright laws. In 1979 the data will be computerized for the 6th edition of its Union List of Serials which represents the holdings of its members' libraries.

The Staff Relations Committee undertakes annual updates of salaries and benefits for various categories of research personnel. In 1978 it conducted two courses each in supervision and for senior secretaries and is considering other personal development areas.

Twelve associate-member companies not resident within the Park but having research and development facilities in nearby areas participate in these committee activities. An "affiliate" class of membership has been created to allow certain companies not qualifying for either resident or associate membership, to participate in the activities of the Library and Information Sciences Committee.

Remaining Sheridan Park Research Community land is administered by the Ontario Development Corporation.

Sheridan Park Research Community Members

Abitibi Research Centre
Atomic Energy of Canada Ltd.
Canada Systems Group
Cominco Ltd.
Domglas Inc.
Dunlop Research Centre
GSW Research Centre
Gulf Canada Ltd.
Inco Metals Co.
Mallory Battery Co. of
Canada Ltd.
Ontario Development Corp.
Ontario Research Foundation
United Lands Corp. Ltd.
Warner-Lambert Research
Institute
Xerox Research Centre of
Canada Ltd.



Tourism

promoting and representing the Ontario tourism industry, at home and abroad

Tourism impacts on the lives of all Ontarians. In Ontario, while the industry represents an important social and leisure-time activity, it also sustains some 470,000 jobs and generates approximately \$5 billion in annual revenues.

In 1978 alone, development or expansion of 300 Ontario tourism establishments resulted in investments exceeding \$40 million and some 950 new jobs.

Tourism is Ontario's second largest industry after automotive manufacturing and by the year 2000 may well be Canada's leading contributor in income, employment and export earnings.

During 1978, while Ontario continued to be its own best customer, 20 million people visited the province from the U.S., some 10 million came from other provinces and approximately one million from other countries.

The Division of Tourism has three functions: to promote Ontario to markets deemed to have optimum potential; to assist the industry to upgrade and expand its facilities and services; and to represent the industry's interests to government and the private sector.



Tourism Operations Branch

stimulating development and employment in tourism

Stimulating additional tourism development and employment in Ontario is one objective of this Branch. Others are to improve and expand tourism facilities, increase the efficiency of tourism organizations and to better inform travellers in the province.

The Branch provides professional counselling services to developers and operators of tourism facilities of all types. Assistance is also given to municipalities and tourism organizations. Travel counselling services for the general public are provided through the Branch's travel information centers.

Counselling services

The Branch employs a field staff of 28 tourism industry consultants located in 20 business offices throughout Ontario.

In 1978, these consultants were responsible for more than 5,500

business consultations with developers, operators and potential operators of all types of tourist accommodation, and provided a further 1,200 business consultations to developers and operators of attractions, marinas and ski resorts. Consultants also conducted 88 staff-training seminars to develop technical skills and improve attitudes.

More than 2,500 consultations were conducted with other government ministries and departments to assist tourism development in general and expedite specific projects. Some tourism business evaluations were conducted to assist financial agencies to determine the feasibility of tourism business loans.

Municipalities

Assistance was provided to municipalities in all matters related to the development of tourism within the community. Efforts were made to create awareness of the importance of tourism as an economic generator and assistance

was given in all aspects of planning, regulating and promoting tourism development. More than 500 such consultations were held with elected and appointed municipal officials during 1978.

Tourism organizations

Tourism industry consultants provide an advisory and supervisory service to the managers and executives of the 12 Ontario Travel Associations. Close liaison is also maintained at both the local and area level with tourism trade associations, chambers of commerce and tourism committees to keep them aware of Ministry programs and assist them in their programming. Assistance is also given in planning and conducting meetings, seminars, training sessions and special events.

Last year, Ministry tourism consultants were involved in more than 1,400 meetings and consultations with various tourism organizations throughout the province.



Travel Information Centers

The Branch operates eight year-round travel information centers in Ontario. Ten seasonal centers are also operated from mid-May to Labor Day at important border-crossing points, and 18 service centers along Highway 401 are staffed with travel counsellors during July and August. All travel centers offer maps, travel brochures and reference material while trained staff provide travel counselling on all areas of the province. In 1978, more than 800,000 visitors were serviced at these centers.

In addition to regular travel counselling services, the Barrie Travel Center on Highway 400 also features a special program to promote tourism in Ontario via the electronic and print media.

Reports on special events, autumn colors and ski, snowmobile and ice fishing conditions are prepared at frequent intervals and used by the media. The ski-conditions reporting program is a joint venture between the Ministry and the Ontario Ski Resorts Association.

In 1978, the Barrie Travel Center implemented a successful program reporting private campground vacancies. This was a joint venture between the Ministry and the Ontario Private Campground Association.

'We Treat You Royally'

The Branch was responsible for implementing the 'We Treat You Royally' program throughout vacation areas of the province.

Branch consultants made 3,226 contacts with tourism businesses in the first 27 weeks of the program. A further 312 contacts were made with tourism organizations and municipal officials. A participation rate of more than 94% was achieved.

Phase II of this program will concentrate on hospitality training for persons in direct contact with visitors. One-day hospitality seminars will be conducted throughout the province. A target of 25,000 participants has been established for 1979.



Tourism Development Branch

improving what exists and developing what is to come

The Tourism Development Branch works closely with the tourism industry to improve existing services and facilities and develop new tourism product. The Branch's efforts are directed toward industry improvement, planning and project development.

Industry Improvement

The Industry Improvement Section provides technical and business counselling to operators and developers of tourism projects. Through its involvement in the Ontario Development Corporation's tourism loan program, it suggests modifications to present operations for greater profitability. Additional activities include special industry-related studies and training programs.

Several tourism manuals were prepared and published on planning and management in specific work areas such as group business (meetings, seminars, banquets), ski-resort operation, outpost camp operation, front desk, time sharing, financial controls and swimming pools.

A study of the training needs of Ontario's hospitality industry was conducted in co-operation with a team of industry leaders. A practical program was established to strengthen the skills, and to increase productivity and professionalism among trades people in this industry.

Planning

In 1978, the Planning Section undertook, with individual private-sector investors, cost studies for specific tourism investment opportunities. These were identified in the Section's studies of tourism development zones completed in 1977. The joint initiatives included a market analysis for the King Mountain Destination Resort proposal (north of Sault Ste. Marie), and initial studies of the feasibility of a zoo at Cornwall.

The Section was also closely involved in negotiations with the federal Department of Regional and Economic Expansion (DREE) regarding the tourism component of proposed DREE agreements for eastern and northern Ontario.

The Section made major inputs with the Ontario Ministry of Natural Resources, to the formulation of policies regarding more effective land use for cottaging and public recreation.

Project Development

There are projects of regional significance which may require some public funds to facilitate investment by the private sector in their development. The Project Development Section establishes the feasibility of such projects.

Although the Branch initiates some projects which are perceived to have good potential to attract tourists, importance is placed on local initiative and support. In regions of high unemployment, projects which have the ability to provide an economic stimulus

through increased job opportunities in the tourism industry receive high priority.

Among the projects studied in 1978 was Timbertown – a themed attraction for Renfrew County based on the square-timber and logging days of the Upper Ottawa Valley. Engineering and planning studies were undertaken and a land optioning program for approximately 700 acres of land in Renfrew County was completed. A concluding phase of activity to interest the private sector in the development and operation of Timbertown was begun late in the year.

Education and entertainment are central to the Timbertown concept. Craftspeople will fashion their products on site for entertainment and sale to visitors. Colorful and dramatic entertainment and amusement will center on the lifestyles, arts and crafts, music, folklore and literature of the square-timber days in Renfrew County.

The Branch has been working closely with the Muskoka Steamship and Historical Society on the restoration of the R.M.S. Segwun, the last steamship to sail the Muskoka Lakes. In March 1978, a \$400,000 grant to the society was announced by the Ministry. These funds, which match private industry contributions, are to be used to restore the vessel to passenger-carrying standard for tourist excursions. It is expected that work will be completed in the fall of 1979.



Toronto - literally it means "Meeting Place"

Ontario  Canada



You can't put a good book down...

John Brisson

Ontario  Canada



Call for the latest change

Ontario Canada

つぎのことない旅の感動、オンタリオ州。



Ontario/Canada

Tourism Marketing Branch

promoting Ontario

Marketing activities comprised a mass advertising and promotion campaign using magazines, television, newspapers, billboards and radio; programs to expand sales of Ontario tours, packages and facilities by the travel trade; programs to increase use of Ontario convention and meeting facilities; a travel counselling service supported by quality publications, special promotions and ongoing counsellor training; specialized publicity programs involving travel writers; and distribution of Ministry-produced travel films.

Advertising media

Television, magazines, newspapers and radio were used in the domestic market. In the United States, magazines, newspapers and radio were used, except in California where the Ministry's Los Angeles-based travel trade consultant was supported with a consumer and trade magazine campaign. Overseas, Ontario talked travel trade through staff in London, Frankfurt and Tokyo where those offices were supported with advertising in the trade press.

Advertising strategy

In Canada, Quebec and Manitoba represent major markets for Ontario. Ontario, Quebec and Manitoba, with 68% of the total Canadian households and population of 15.8 million, generated 97% of the domestic tourism travel to Ontario. Ontario is its own best customer; 1978 travel expenditures in Ontario from all domestic sources are estimated to be \$4.5 billion.

The Branch's 1978 advertising strategy concentrated on three Canadian markets: southern Ontario, Montreal (English and French) and Winnipeg.

Consumer promotion was directed at families with children in the middle-upper, socio-economic groups. Ontario was presented as an affordable, quality vacation destination with a variety of things to see and do. Consumers were encouraged to use the services of travel agents.

The Branch spent the majority of its advertising funds in the U.S. to stimulate higher awareness, favorable attitudes and an increased desire to travel in Ontario either via automobile or packaged tours.

Consumer advertising campaign

Ontario's markets are divided into three categories: domestic, international (United States) and international (outside the United States).

During April – May, TV commercials were run in seven major Ontario markets, Winnipeg, Manitoba and Montreal, Quebec (English and French).

The domestic newspaper campaign consisted of color ads offering 'nuts and bolts' information to complement the TV campaign. The campaign reached 15 domestic markets, including Winnipeg, and ran for nine weeks, between May and July.

The radio campaign ran for eight weeks, June – August, and was directed to 11 Ontario markets promoting particular themes and attractions throughout the season, and detailing specific weekly and weekend events.

The domestic fall campaign consisted of a four-week TV, newspaper and radio usage during September to stimulate impulse travel, primarily for weekend fall touring.

The domestic winter campaign, during January, consisted of a

four-week TV, newspaper and radio campaign directed at urban Ontario residents to enjoy winter recreation.

An Ontario regional magazine campaign was also carried out.

In 1978, special emphasis was placed on the Winnipeg market primarily through radio to stimulate impulse travel to northwest Ontario's "Sunset Country". As part of the overall spring/summer domestic campaign, the Winnipeg media mix included TV and newspaper ads.



Ontario's advertising encouraged longer stays and higher spending. Ads which suggested that readers 'call collect' for more information on Ontario stimulated increased enquiries.

Three interlocking marketing thrusts were used year round. Color ads were placed in selected national magazines. These magazines' circulation covered broad geographical regions and reached into millions of U.S. homes.

A color newspaper ad campaign was undertaken to heighten the mass travelling public's awareness of Ontario. Ad placements were in large population markets such as Minneapolis/St. Paul, Chicago, Pittsburgh and Boston.

This year-round campaign was implemented featuring a compendium of appeals designed to persuade Americans that a motor trip pays dividends in the delights

of an Ontario vacation. The spring/summer campaign ran in the Sunday travel sections of 28 newspapers from April to June.

Two special spring/summer newspaper campaigns were instituted: extra travel-trade promotion in Boston and Chicago, and advertising support to North Central Airlines packages to northern Ontario and Toronto. In nearby markets, AM/FM radio commercials were used to stimulate the impulse mass traveller and also lend support to the magazine campaign.

Radio provided a timely, persuasive and highly flexible vehicle to support the newspaper campaign in the U.S.

Regional winter promotions boosted the attractions of Sault Ste. Marie and Thunder Bay.

In its market outside the United States, the Branch decided to expand its marketing thrust in the lucrative travel market of West Germany during 1978. It also continued its multi-faceted consumer and travel-trade promotion in the Frankfurt area.

Research reveals that Germans consider Canada in the top five as a long-haul travel destination. The Germany-directed campaign was designed to continue to heighten awareness and promote Ontario as a new, novel and prestigious vacation-land.



Travel counselling and publications

The Branch is responsible for publishing a wide range of books and brochures designed to tell travellers about Ontario and help them get the most out of the province.

The Branch's Travel Counselling Services continued to experience a demand for increased and more accurate information. In 1978, there was an increase of 4% in enquiries received. Advertising encouraged readers and listeners to 'call collect' for information from the Branch's head office. Collect calls were received mainly from throughout the United States and Ontario.

Tourism publications were distributed to nearly 2.5 million visitors through the Ministry's travel information centers. In addition, publications were distributed by 170 other recognized travel information centers and the 12 regional travel associations within the province. Outside Ontario, publications were made available through the offices of the Canadian Government Office of Tourism, auto clubs and travel agencies.

Travel trade and convention services

Supplementing the consumer ad campaigns in North America was an extensive program directed towards the travel trade, as well as to convention and meeting planners.

During 1978, the Branch continued to tap the rich potential of California and the southwestern U.S. with a sustained ad campaign in the publication *Travel Age West*. In the balance of the U.S., a hard-sell campaign was directed at the travel trade in the publication *Travel Agent*.

Closer to home, a similar campaign in the Canadian market was featured in the publications *Canadian Travel Courier*, *Canadian Travel Press*, *Canadian Travel News* and *Selling Travel*.

Throughout North America, a series of color ads were used during April – September.

This program was designed to create awareness of Ontario's many and varied vacation possibilities and to inform the travel industry of the Branch's specialized services and publications available in support of their sales activities.

A co-operative effort with North Central Airlines resulted in the extensive promotion to the consumer and travel trade of tour packages destined to northwestern Ontario and Toronto. Over \$825,000 revenue was generated.

An innovative ad campaign was directed to the Chicago and Boston areas during May and June. Print and radio were combined to directly promote the programs of tour operators in each market. Response was channelled through the retail travel agents in each city, who were made aware of the activity through a concurrent direct-mail program.

All ads extended an invitation to the North American travel-trade industry to 'call collect' and obtain



details regarding tour packages, available merchandising aids and information concerning itinerary planning, co-operative promotional opportunities, suggestions on commissionable accommodation facilities, sightseeing and tour program development.

Of particular importance to convention and meeting planners was the advertising program featured regularly in specialized publications. An invitation was extended to discuss their requirements and take advantage of the Branch's services in seeking a

suitable Ontario meeting site. To planners seeking assistance, an offer of co-operation was also extended in the dissemination of meeting leads to Ontario convention bureaux, chambers of commerce, resort properties and individual members of Ontario's accommodation sector. In the U.S. market, *Successful Meetings* magazine carried the message. *Canadian Sales Meetings and Conventions* magazine was used in Canada together with *The Globe and Mail Report on Business*.

To promote Ontario as a desirable vacation destination in the rapidly expanding overseas markets, an extensive program of travel-trade advertising was maintained and supported through the Ministry's tourism promotion officers in London, Frankfurt and Tokyo.

In the German-speaking market, black-and-white print advertising was featured in *Der Fremdenverkehr* and *Touristik Aktuell*. For the U.K. market, black-and-white advertising was featured in *Travel News* and color ads in *Travel Agency*. Color advertisements were also used in the Dutch market.

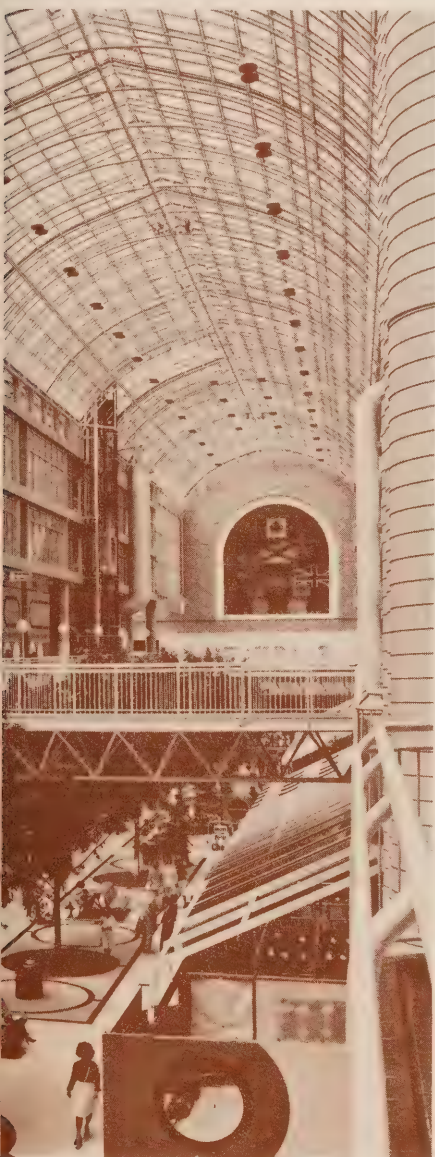
In Japan, a strong awareness of Ontario was created through regular ads in the *Travel Journal*.

Publicity promotion

In 1978, publicity promotion activities included: a Visit Ontario Media Program consisting of editorial tours conducted for top-quality tourism influencers in the print and electronic media; distribution of Ministry-produced films throughout Canada, the U.S. and overseas; and regular distribution of travel news releases to Canadian and American dailies, weeklies and broadcast outlets.

The Branch produced three new films and promotional fillers for distribution to theater, TV, community and resort audiences. Themes cover: Ontario Resorts, Touring Ontario, Toronto and Southwestern Ontario. They will be distributed throughout the U.S., Canada and selected overseas markets.

To extend prompt and efficient travel counselling throughout Ontario, the Branch continued its co-operative travel program with the T. Eaton Company called "Ontario Alive". The eight-week promotion was advertised through radio, newspaper and Toronto transit advertising. Special travel information centers were located in Eaton's stores and staffed by trained travel counsellors.



Ontario Travel Association Program (OTAP)

a source of funding for regional travel associations

OTAP provides for an outright \$35,000 administrative grant and \$50,000 in cost-sharing monies for programming purposes. The administrative grant is designed to ensure the employment of full-time professional staff. The cost-sharing monies are designed to ensure execution of sound marketing strategies and identification of related development opportunities. The cost-sharing is determined on the basis of a 90% contribution from the Ministry for approved programs in northern Ontario, a 75% contribution in eastern and central Ontario and a 50% contribution in the rest of the province.

Each of the 12 regional travel associations in Ontario, having met Ministry criteria, were eligible for funding under the terms of the Ontario Travel Association Program.

During 1978, they took advantage of OTAP to accomplish basic marketing requisites such as publications, sportsmen and trade-show promotion, radio, television, newspaper and magazine advertising and travel counselling.

Tourism Ontario Federation

representing Ontario's trade and travel associations

The board of directors of Tourism Ontario (the federation of Ontario's trade and travel associations), includes representatives from the 12 travel associations, the four Ontario accommodation trade associations (Resorts Ontario, Northern Ontario Tourist Outfitters, Ontario Hotel and Motel Association, and the Ontario Motel Association), the Ontario Restaurant and Foodservice Association and the Ontario Ski Resorts Association.

For the third year, the Ministry worked closely with Tourism Ontario. The industry undertook extensive research on major industry issues and continued work on the Ministry's grading of commercial accommodation feasibility study.

Tourism Ontario also presented briefs to the government of Ontario concerning the Workmen's Compensation Board, labor legislation, general taxation and the Ontario Development Corporation's tourism loan policies.

Ministry of Industry & Tourism Tourism Business Publications

Tourism Operator's Manuals: Marinas, Outpost Camps, Ski Resorts, Group Business, Front Desk, Timesharing, Expansion Planning, Record Keeping, Swimming Pools, Register of Architects.

Tourism Development in Ontario – 'Framework for Opportunity' Studies:

- a) General Provincial Overview
- b) Sault Ste. Marie-Wawa Zone
- c) Trenton-Cornwall/Renfrew-Kingston

Ontario Tourism Statistical Handbook 1979

The Importance of Tourism to the Ontario Economy
The Economic Impact of Tourism in Ontario and Regions

Tourism and Recreational Behavior Studies of Ontario Residents:

Volume 1 – Geographic Dimensions; Volume 2 – Demographics; Volume 3 – Travel and Tourism; Volume 4 – Free Time; Volume 5 – Preference and Constraints; Volume 6 – Special Groups; Volume 7 – Profiles of Participants.

'We Treat You Royally' Program Literature and Information.



Tourist Publications

Traveller's Encyclopaedia of Ontario
Heritage Highways Booklet
Quarterly Seasonal 'Events' Booklets
Fishing & Hunting in Ontario
Accommodation Guide
Camping in Ontario
Boating in Ontario
Winter in Ontario
Ontario/Canada Official Road Map

Travel-Trade Publications

Travel Agent's Manual
Convention and Meeting Guide
Ontario/Canada Tours & Vacation Packages
Tour Shells
Poster Series (4)
Travel Counsellor's Directory

Ontario Travel Associations

ALGOMA KINNIWABI
553 Queen St. E., Suite 3
Sault Ste. Marie
P6A 2A3
(705) 254-4293

William Kidd, President

ALMAGUIN NIPISSING
267 Main St. W.
Box 351, North Bay
P1B 8H5
(705) 474-6634

George Hendrickson,
President

Vernon McKinnon,
Manager-Director

CENTRAL ONTARIO
277 George St. N., Suite 208
Box 191, Peterborough
K9J 6Y8
(705) 745-3780

George Lyons, President
J. Aldo Campagnola,
Manager

COCHRANE –
TIMISKAMING
Box 1162, Timmins
P4N 7H9
(705) 264-9589

Ross Paterson, President
Roland Martel, Manager

EASTERN ONTARIO
Lansdowne Travel Centre
Lansdowne
K0E 1L0
(613) 659-2188

Michael Stoodley, Chairman
William A. Elliott, Managing
Director

GEORGIAN LAKELANDS
Simcoe County Complex
Midhurst
L0L 1X0
(705) 726-9300

Ronald Parrott, Chairman
Boyd Robertson,
Secretary-Treasurer

METROPOLITAN
TORONTO
Eaton Centre Galleria
Box 510
220 Yonge St.
Toronto, M5B 2H1
(416) 979-3133

Thomas E. Barber, President

NIAGARA AND
MID-WESTERN ONTARIO
370 Main St. E., Suite 107
Hamilton
L8N 1J6
(416) 522-8351

Paul Randorf, President
Mrs. Margaret Sharkey,
General Manager

NORTH OF SUPERIOR
107 Johnson Ave.
Thunder Bay P
P7B 5E9
(807) 344-6659

Keith Jobbitt, President

NORTHWEST ONTARIO
127 Main St.
Box 647, Kenora
P9N 3X6
(807) 468-5853

Albert J. Kast, President
Mark Duggan, Manager

RAINBOW COUNTRY
1543 Paris St.
Sudbury, P3E 3B7
(705) 522-0104

Ray Helsberg, President
William L. Smith, General
Manager

SOUTHWESTERN
ONTARIO
Suite 200, Park Lane Pl.
186 King St.
London, N6A 1C8
(519) 679-0211

Miss M. Tanner, President
William F. Morgan,
Managing Director

Ontario Tourism Business Offices

ARNPRIOR 1
146 John St. N.
(613) 623-3153

BARRIE 2
Hwy. 400
(705) 726-0932

BROCKVILLE 3
143 Parkedale Ave.
(613) 342-5522

FORT FRANCES 4
283 Church St.
(807) 274-3259

HUNTSVILLE 5
15 Main St. E.
(705) 789-4448

KITCHENER 6
305 King St. W.
(519) 744-6391

KINGSTON 7
797 Princess St.
(613) 546-0174

KENORA 8
808 Robertson St.
(807) 468-6481

LONDON 9
195 Dufferin St.
(519) 433-8105

NORTH BAY 10
Northgate Plaza
1500 Fisher St.
(705) 472-9660

ORILLIA 11
73 Mississaga St. E.
(705) 325-1363

OTTAWA 12
Suite 900
220 Laurier Ave. W.
(613) 237-6280

OWEN SOUND 13
Nor-Towne Plaza
1131 Second Ave. E.
(519) 376-3875

PETERBOROUGH 14
139 George St. N.
(705) 742-3459

ST. CATHARINES 15
Suite 401
15 Church St.
(416) 684-2345

SAULT STE. MARIE 16
120 Huron St.
(705) 253-1103

SUDBURY 17
767 Barrydowne Rd.
(705) 560-1330

THUNDER BAY 18
435 James St. S.
(807) 475-1325

TIMMINS 19
Suite 200
273 Third Ave.
(705) 264-5393

WINDSOR 20
250 Windsor Ave.
(519) 252-3475

Ontario All-Year Travel Information Centres

BARRIE 2
Hwy. 400
(705) 726-0932

CORNWALL 21
903 Brookdale Ave.
(613) 933-2420

FORT FRANCES 4
283 Church St.
(807) 274-3259

NIAGARA FALLS 22
5629 Falls Ave.
(416) 358-3761

OTTAWA 13
Suite 900
220 Laurier Ave. W.
(613) 237-6280

SARNIA 23
Blue Water Bridge
(519) 344-7403

SAULT STE. MARIE 16
120 Huron St.
(705) 253-8572

WINDSOR 20
250 Windsor Ave.
(519) 252-3475





Ontario Place

entertainment all day, everyday

Over three million visitors enjoyed this cultural, recreational, leisure and entertainment complex during its 119-day 1978 season. Ranked among the world's leading amusement parks and attractions, Ontario Place is a Crown Corporation of the government of Ontario. It's a beautifully landscaped parkland of lakes, lagoons and canals rising out of Lake Ontario on three man-made islands on the Toronto waterfront.

Three of the major attractions are Cinesphere, The Forum, and Children's Village.

Cinesphere theatre, the only one of its kind in Canada, projects high-fidelity, large-format films on a giant screen six-storeys high — one of the largest in the world. Seating 800 people, this unique dome is a dazzling Toronto landmark.

Over one million people visited Cinesphere in 1978 to see three original IMAX films, specially produced for Ontario Place: "North of Superior", "Catch the Sun" and "Ontario Summertime".



The Forum is a unique amphitheatre with a revolving stage. It seats some 3,000 people under the copper-clad, canopy roof and there is room for another 8,000 on the surrounding hills.

Attendance increased 9% in 1978 with over 684,000 people enjoying Forum programs that varied from jazz to rock to classics to country-and-western, featuring many entertainment stars. Canadian talent, including many Juno Award winners, played a large role in the success of the Forum.

Classics, including the Toronto Symphony, the Hamilton Philharmonic, the National Ballet, opera and classic guitar, comprised 25% of the Forum programming. Middle-of-the-road accounted for 19%, Big Bands were 10% and ethnic, rock, jazz, country-and-western, folk blues and others provided the rest.

There were regular performances by school bands and choirs from Canadian schools and other performances by choirs, bands and dancers from the U.S. and a number of other countries.

Children's Village and *Waterplay*, designed exclusively for kids, continue at the top of the Ontario Place popularity list. A new attraction — a 370-foot Waterslide, billed as Canada's wettest, wildest new ride for both children and adults — has been built beside *Children's Village*. Although it didn't open until late in the season, this new revenue-producing feature was an immediate success, attracting over 65,000 children and adults in just a short time.



Five *Pavilions* are suspended over the lake on columns that stand 105 feet high. These Pavilions, or "pods", contain theatres, special exhibits and the Trillium Restaurants, lounge and banquet facilities.

Pavilion Theatre I entertained 164,000 visitors with the specially produced, "Ontario-Oh!", an informative and humorous sound-slide presentation.

Theatre II was modified for 1978 to provide delightful children's "live"

theatre. Over 69,000 children and adults enjoyed magicians, puppeteers, ventriloquists, clowns and marionettes.

In pod 2, The Trillium Restaurants & Lounge, managed for the Corporation by Winston's Restaurant Ltd., provide superb full service lunches, dinners and Sunday brunches at reasonable prices. Guests enjoy beautiful surroundings, lush greenery and a magnificent view of Toronto and the lake through the all-glass walls of the restaurants and lounge.

The Trillium Restaurants, Cinesphere and the Pavilion theatres are available all year for banquets, receptions and meetings.

The west island Bandshell, programmed during the summer months, drew 27,000 fans for 40 contemporary groups of Canadian artists. The Showboat gave 56 performances of dixieland, jazz, Hawaiian, Latin and marimba music.

Seventeen drum and bugle marching bands and eight military bands paraded the park, and the popular Ontario Place "animals" and the magical clowns entertained young and old.

The Puck's Circus big top was located on the East Island during the opening weeks and giant kite demonstrations were a regular feature on the West Island.

Pedal boats were in heavy demand in good weather and the Toronto Harbor and Island Tours added a new boat to their fleet to handle passenger increases. Thousands of visitors played mini-golf and toured the park on the landrides.

The Main Marina and the North Marina continue to be exceptionally popular. Berths were provided for 355 regular and 2,700 short-term boaters.

HMCS Haida, the famous Canadian Tribal Class destroyer, veteran of two wars, attracted thousands of visitors, and Canadian Sea Cadets enjoyed a series of living-on-board summer training programs.

Special events included a Blood Donor Clinic, the City of Midland's centennial celebration, Israel Day and the International Sculpture Conference reception which featured the unveiling of "Ice Wedge" as a permanent sculpture at Ontario Place.

In June, the Japanese Centennial Society held a celebration of the Temple Bell donated the previous year.

There was more entertainment and dancing at Ontario Place in the three villages of restaurants and pubs. These feature many different menus and visitors can enjoy the waterside decks and patios for outdoor dining. There are snack bars, dairy bars, a boutique, a toy shop, film and postcard kiosks.

Other facilities include a First Aid Center, free wheelchair service, a bank and an Ontario Travel Information booth. Senior citizens enjoy free admission at all times and there are reduced rates for accompanied children.

During the Canadian National Exhibition, Ontario Place and the CNE become one park with one admission policy at all entrances. Both parks participate in the Canadian International Air Show, daily watershows and fireworks displays.

A Winter Program was launched in December with skating, films, children's "live" theatre, lunches, Sunday brunches and dinners. The reflecting pool on the West Island was transformed into a rink with artificial ice. There is a heated change room, a lounge and a snack bar at rinkside. Services include skate rentals and sharpening.

Cinesphere theatre presented classic films and Theatre I featured Academy Award-winning films and an Elvis Presley festival.

Theatre II provided children's "live" theatre and the Trillium Restaurants and lounge were open.

The Corporation is served by a board of thirteen directors with interests and experience in many fields including the arts, tourism, communications and business.







Ministry of
Industry and
Tourism

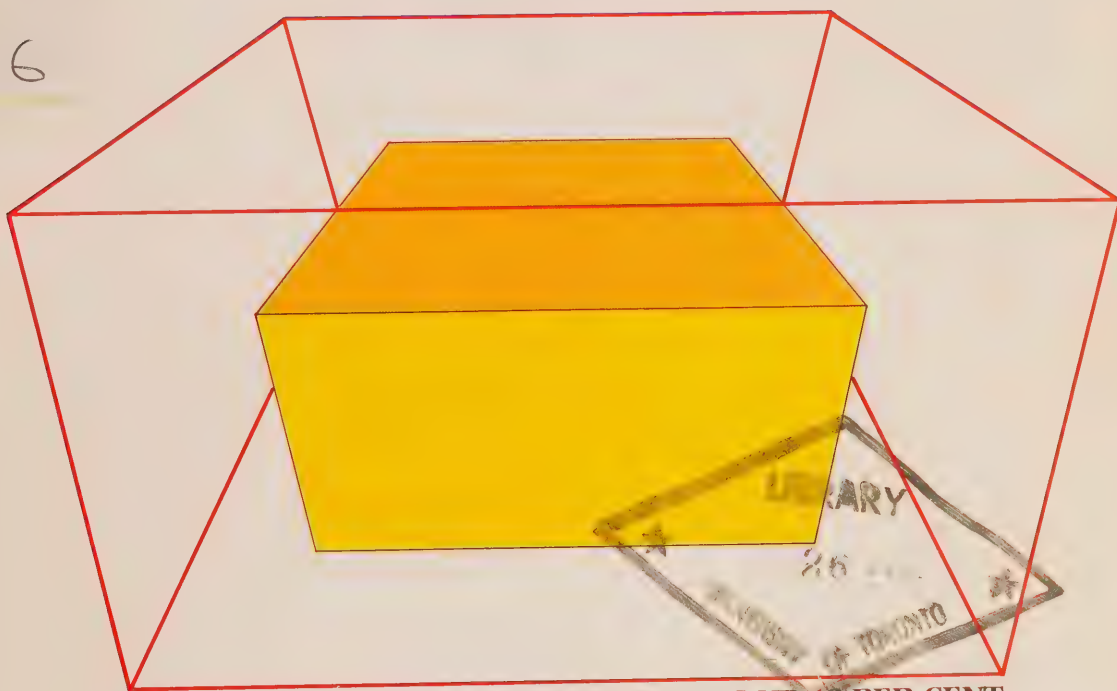
Province of Ontario
Queen's Park
Toronto, Canada
M7A 2E1

Hon. Larry Grossman
Minister
L. R. Wilson
Deputy Minister

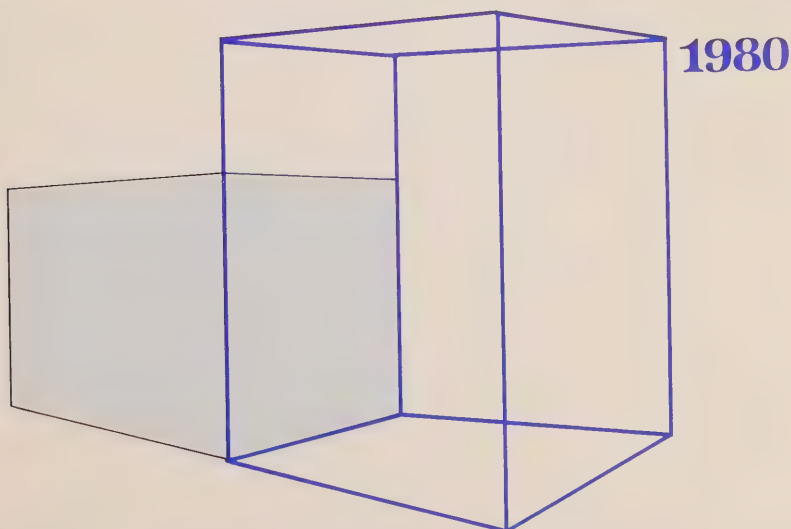
INDUSTRY & TOURISM

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PEOPLE INVESTING IN MANUFACTURING UP 40 PER CENT



1980

PEOPLE VISITING ONTARIO UP 27 PER CENT

Ontario. Ministry of Industry and Tourism - Annual Review

The record of the past year is an encouraging one for the Ontario business community. Despite troubles in certain industry sectors most affected by changing markets, and much publicized plant closures, the overall business climate is a healthy one.

Employment in Ontario is growing at a strong pace—with 76,000 more people working than there were a year ago. Manufacturing investment has increased by more than 40 per cent and is still gaining momentum. Our tourism business is up over 27 per cent over last year.

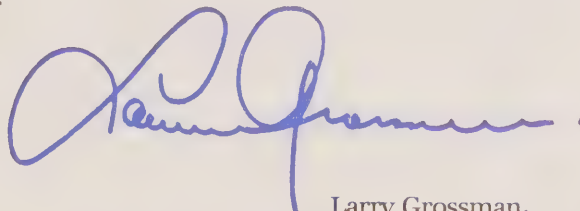
In this year's annual review of the Ministry of Industry and Tourism, we will highlight some of our activities within three broad categories:

- strengthening existing industries
- attracting new investment, and
- preparing for the future

Ontario is entering a critical period, as is the rest of the industrialized world. We are now competing in a world market for manufactured goods, services, investments and tourist dollars.

I believe this period of adjustment can present us with opportunities to grow, if we seize the timing. All provinces, all countries are undergoing this massive readjustment. Ontario businessmen, with some assistance from government, can demonstrate the kind of leadership which has traditionally given us solid growth on this continent.

Good planning and good profits come from a co-operative climate where business and government can work most effectively. My senior staff and myself welcome your suggestions for new program directions and areas for emphasis for the markets of the future.



Larry Grossman,
Minister



Minister Larry Grossman and his senior staff review the challenges of the '80s: right, deputy minister R. (Red) Wilson; left, John Maxwell, assistant deputy minister-tourism; centre, Duncan Allan, assistant deputy minister-industry.

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Toronto, Ontario/Canada M7A 2E1

The Ontario Ministry of Industry and Tourism *Annual Review* is produced by the ministry's communications division.

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'Shop Canadian'

This publication was designed and produced in Ontario and printed on Canadian paper.

December, 1980 (17.5M)

Develop the medical and hospital supply industry

STRENGTHENING EXISTING INDUSTRIES

The ministry's wide-ranging support programs and development initiatives for Ontario's industries comprise five main components:

First, the development of domestic markets. Second, developing priority international markets. Third, financial support for business. Fourth, industrial research and development. Fifth, strengthening of key industry sectors.

A) DEVELOPING DOMESTIC MARKETS

The Canadian domestic market is the key to economic prosperity and to the nation's survival. But the Canadian common market has been eroding in recent years. Seven provinces have regional procurement policies; the mobility of labor is restricted; and the flow of capital is obstructed through various channels.

In the economic environment of the 1980s, the country can no longer afford this kind of provincial protectionism. Canada's businesses will require access to the entire Canadian market to develop the economies of scale needed to meet foreign competition in export markets, in the domestic market when tariff cuts are phased in, and in the tourism market in the face of direct American competition for Ontario tourists.

Ontario has taken the initiative to open discussions on strengthening the Canadian common market. Visits have been made to provinces, and Ontario will be an active advocate at the meeting of the federal and provincial finance and economic ministers in December.

Ontario's program to encourage the domestic market in the industry side of the ministry has six major components: identification of joint venture opportunities between provinces, government purchasing policies, import replacement programs, requirements of Canadian sourcing by industry, Shop Canadian retail programs and advocacy to help Canadian-owned companies compete for major projects.

JOINT VENTURE OPPORTUNITIES

One of the major means of developing the Canadian common market is the use of joint venture opportunities with other provinces. The first concrete result of the ministry's efforts is the interprovincial purchasing agreement to develop the medical and hospital supply industry. Like many Canadian industries, the sector is fragmented, lacks specialization and is regionally competitive. These problems account for the high level of import penetration — 70 per cent, or \$850 million, of



The ministry's field consultants are on the job in the plant or at the tourism establishment to give advice and help. Ivan Leger, left, president of the James Bury Co., Gloucester, welcomes industry counselling from Ottawa office's John Eastwood.

\$209 million in opportunities for Canadian suppliers

the total \$1.2 billion market for these products.

The program agreed to by the provinces is designed to lead both suppliers and purchasers to think in nationwide terms. This will be accomplished primarily through personal contacts with hospitals and manufacturers. A major manufacturing opportunities show will also bring together the supply and demand sides of Canadian industry.

The ministry's aim in the first year of the program is modest—to increase the Canadian share of the market by \$80 million. Over five years this achievement would create thousands of new jobs.

The ministry is working toward additional joint venture opportunities in educational materials, the machinery sector and pharmaceuticals. Such programs produce tangible economic gains and also build bridges of trust between the regions of this country.

GOVERNMENT PURCHASING POWER

A second domestic marketing objective is the use of government purchasing power to stimulate the growth of Canadian firms. The combined purchasing power of Canadian governments at all levels is estimated at 10 per cent of gross national expenditure, not including Crown corporations which account for another eight per cent.

The Ontario government offers a 10 per cent price preference for Canadian content in government purchases and encourages other provinces to adopt a Canada-first policy rather than a provincial or regional preference.

An Ontario interministerial task force has been studying other ways to use procurement policy to promote industrial development. It is scheduled to report soon on such measures as streamlined

purchasing forms and procedures, more effectively deploying the Canadian content preference and extending the policy to Crown corporations and other government-funded bodies. Also under discussion is a review system for major purchases, to ensure maximum Canadian content in government contracts.

IMPORT REPLACEMENT SHOWS

The ministry's import replacement shows also assist Canadian manufacturers in gaining access to the domestic market. The nine shows sponsored in fiscal 1979-80 displayed imported components representing \$209 million in replacement opportunities for Canadian suppliers. In addition, the Thunder Bay pulp and paper show featured a further \$1.4 billion worth of capital goods and services required for industry expansion. Some 4,300 companies attended the exhibitions.

The pulp and paper show was noteworthy because companies from other provinces were invited to join the exhibition. More than 100 businesses from outside Ontario attended.

The ministry is encouraging private sector initiatives to promote import replacement, such as the national plastics industry show, held October 20-24 at the CNE Coliseum, and jointly sponsored by the ministry and the Society of the Plastics Industry of Canada.

In another move to promote import replacement and interprovincial trade, Ontario has made Canadian sourcing a condition for receiving major incentive grants through such programs as the Employment Development Fund. All recipients of pulp and paper grants from the fund have been required to procure more than 85 per cent of their capital goods requirements from Canadian suppliers. This means \$1.1 billion worth of goods will be sourced by the industry, in Canada.



One of 45 Ontario firms which participated in the ministry's manufacturing opportunities show in October, Ford Motor Co. of Canada made valuable contacts for its import replacement program. This show was integrated with the national plastics industry show in Toronto.

104,000 new jobs in Ontario manufacturing

SHOP CANADIAN PROGRAM

For the past three years the ministry has been pursuing a major drive to boost domestic sales through the Shop Canadian program. With a total budget of \$3.4 million, the program has focused on three target groups: consumers, retailers and manufacturers. Research indicates that radio, outdoor and print advertising investment is succeeding in shifting consumer attitudes. Of the 290,000 new jobs created in Ontario over the last two years, 104,000 were in manufacturing — a result of increased demand for Canadian-made goods.

To enhance the promotional impact, the campaign was given a regional focus this year. Co-ordinated thrusts through radio, print and mall displays highlighted intensive one-month campaigns in the 10 major shopping areas of the province.

The ministry endeavoured to persuade manufacturers to support the consumer campaign by marking and promoting their goods as Canadian-made. To this end, over 85 million free Made-in-Canada labels have been distributed. Approximately 1,000 companies are now using these labels.

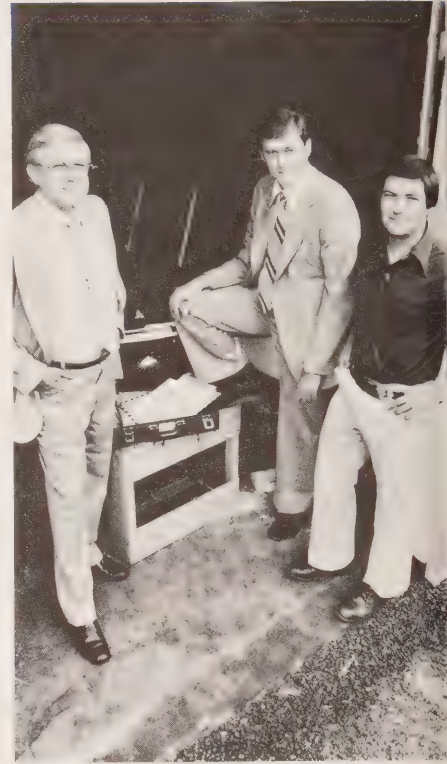
A major objective in the final year of the campaign has been to help the private sector undertake Shop Canadian programs on their own. Manufacturers, retailers and trade associations are being encouraged to continue using shopping mall displays, labelling and point-of-purchase displays on their own initiative in the months ahead.

ADVOCACY ROLE

A sixth initiative in domestic marketing is the ministry's active advocacy role with the federal government, other Ontario ministries, government agencies and the private sector to help Canadian suppliers faced with foreign competition. Acting as a "trouble-shooter" for business, the ministry is pressing for the awarding of specific contracts to domestic firms where price and quality are competitive. For example:

□ By helping Allis-Chalmers obtain a \$2.8 million contract to provide grinding mills for Rio Algom on approval of Ontario Hydro, 500 jobs were saved. This gave Allis-Chalmers the chance to win the contract over Japanese competitors.

□ The ministry was instrumental in having the seat purchase for the new Massey Hall in Toronto redirected to Irwin Seating Canada Ltd. An original preference for American Seating of Grand Rapids, Michigan, would have taken most of the work to the U.S. While Irwin is also foreign-owned, awarding it the contract will give most of the jobs to Canadian workers.



Marketing flexible doors for mines is the topic Keith Croswell, centre, area director, Sudbury, and Bob Haworth, left, industrial development consultant, are discussing with inventor-manufacturer Glen Palmer, president of Copper Cliff Door Manufacturing Ltd., Copper Cliff.



\$3.5 million increase in tourism marketing

□ Consolidated Computer Inc. (CCI) is seeking a \$65,000 contract with the ministry of government services. Having provided satisfactory service for the past five years, CCI was unable to bid on the tender because of a new programming requirement. They are being assisted to meet that requirement.

□ The ministry responded to the Tube-Turn division of Chemitron, in a matter of \$80,000 duty drawback. The company had to ship two million pounds of special steel to the U.S. for processing since no Canadian facility existed to do the forming. When the shipment was returned, duty was paid on value-added plus material costs. Application for duty remission was denied by customs and excise. The ministry aided the company in an application for a special review and a favorable ruling is expected.

□ The Canadian Red Cross wanted to award the contract for the refractionation of blood plasma to an American company. The ministry is participating in meetings with the Red Cross, the Ontario ministry of health and other provinces to keep this contract with a Canadian company.

The ministry will continue to act systematically and aggressively as an advocate of Canadian suppliers and a defender of Canadian jobs.

TOURISM INDUSTRY

The domestic market is particularly vital to the tourist industry and the Ontario market is emphasized in the 1980-81 tourism marketing plan. For the first time, all provincial advertising and promotional efforts have been combined under a single banner: "Ontario—yours to discover!"

The prime target for the first time is the Ontario resident. Market research revealed a tremendous appetite among Ontarians for more information about their own province, as well as a widespread feeling that Ontario could bring new zest and flair to its promotional efforts.

Ontario residents account for almost two-thirds of tourism expenditures in the province. The "Ontario—yours to discover!" campaign is designed to reach this key domestic market.

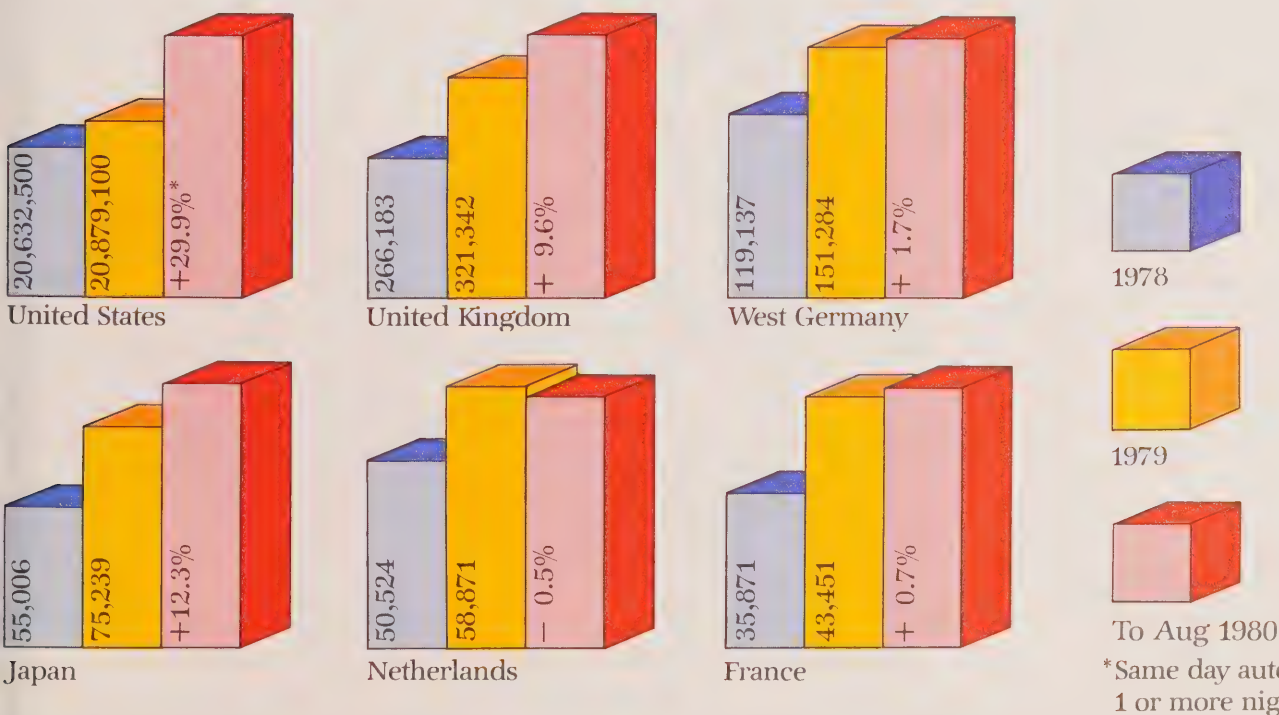
The budget for tourism advertising, promotion and publications since 1977 has almost doubled, going from \$6.5 million three years ago to \$11.0 million.

The tourism marketing investment has been increased by \$3.5 million this year to back a multi-media advertising campaign. Television was used to estab-

lish the theme, with radio offering timely information on upcoming events and regional attractions. Newsprint was used as the major medium to stimulate and sustain interest by promoting resorts, tours, events, attractions, fishing, cities and the economies of an Ontario vacation.



MORE PEOPLE ARE VISITING ONTARIO EVERY YEAR



Over 900,000 answers to tourist inquiries

As part of the program to sell the importance of tourism in the North, major efforts were taken to promote the Northern Ontario experience, hunting and fishing vacations, and attractions. The ministry participated for the first time in sports shows in major U.S. border cities. In addition, Northern Ontario attractions were promoted through magazines, newspapers, and radio in the important midwestern U.S. market.

An exciting "Ontario—yours to discover!" magazine was distributed for the first time to more than three million Ontario homes as a newspaper insert or through direct mail distribution. Based on the popular *Traveller's Encyclopaedia* format, it highlighted the introduction of the "Ontario—yours to discover!" campaign last spring.

Travel counselling is another effective selling tool in reaching the domestic market. The ministry operates 12 year-round travel information centres across the province, and a number of seasonal centres. The network has been upgraded and expanded, with a new centre in Fort Erie, the remodelling of the Barrie centre, and new centres opening this year in West Lorne and Odessa. Travellers are taking advantage of the ministry's counselling services. So far in 1980 there has been a 14 per cent jump in inquiries received by

telephone, mail or through the head office travel centre. Inquiries handled by the remaining travel centres are up 2 per cent. During the first nine months of 1980, almost 900,000 inquiries were answered.

Quebec is another new target of the domestic thrust. A year-round advertising presence has been established there for the first time, under the translated theme "L'Ontario—à découvrir." Bilingual telephone lines have been added to the counselling service, many travel publications are now available in French, and travel articles are prepared for French-language media.

As in the industry side of the ministry a concerted effort has been made to help build bridges with other provinces, rather than compete with them. Ontario and Quebec have joined over the last year on major promotional tours through Europe and in the United States to encourage people to come to Canada.

ONTARIO
yours
to discover!



An exciting magazine, "Ontario—yours to discover!", reached 3 million Ontario homes as a newspaper insert or by direct mail.



New self-serve travel information kiosks help tourists find answers all year round.

\$25 million worth of export loans

B) DEVELOPING INTER- NATIONAL MARKETS

One of the most critical challenges facing Ontario's economy is that of decreasing the trade imbalance. The ministry has taken several specific initiatives to develop international markets.

TOURISM MARKETING

In the area of tourism, a concerted effort has been made in international markets where the incentive is highest to travel to Ontario. The United States, particularly those areas within a tank of gas of Ontario, and the emerging markets of Western Europe and Japan, were prime targets for the ministry's promotional efforts.

The new "Ontario—yours to discover!" program was advertised, and travel writers from major American dailies and television programs were encouraged to come to Ontario. New officers were stationed in New York and Chicago to sell Ontario travel destinations to the travel trade. The ministry has taken exhibit space in major tourism trade shows in the United Kingdom and Germany and will lead major tourism trade missions to these shows.

FINANCIAL SUPPORT

On the industry side, details of the Ontario Government's new trade action plan, "Export 80s", designed to provide a greatly improved package of provincial assistance for the export activity of Ontario firms, were announced in May.

One of the primary components of "Export 80s" is increased financial support for Ontario exporters. Specifically, the ministry will double the resources allocated for export assistance by the Ontario Development Corporations.

Lines of credit to a maximum of \$1 million are now available to individual firms to finance production for export markets and export receivables.

Already this fiscal year, 52 Ontario companies have been provided with more than \$15 million in credit lines to help them undertake new export marketing initiatives. This brings to nearly 100 the number of small Ontario manufacturers who are currently receiving assistance in their export activities under the export support loan program.

It is expected that the Corporations will have committed \$25 million under the program by the end of fiscal 1980/81.



Brian Antonson, left, tourism manager of the St. Catharines office, discusses American visitors with Ray Thompson, general manager of Skylon Tower, a popular landmark at Niagara Falls.



26 trade missions brought
in \$42 million in first-year sales alone

FOCUS TRADE MISSIONS

The second objective of "Export 80s" is to focus trade mission activities—to improve both the services offered to Ontario exporters and the return on the investment.

A list of 900 key firms will receive priority attention for government support. Also the list of target markets has been redefined—countries that hold the greatest promise for expanded Canadian exports.

The ministry's trade mission program has been reorganized to reflect these priorities. Of the 38 missions scheduled this year, four will go to the United States; 13 to Latin America; 11 to fast developing markets in the Pacific Rim and Africa; and 10 to Europe.

In 1979-80, the estimated sales from 26 trade missions totalled \$42 million—a high return on the \$750,000 international marketing budget. For the first six months of the current fiscal year, projected sales have already reached \$47.8 million.

The benefits to individual firms can be spectacular. One company secured a \$2.5 million contract as the result of a single trip to Mexico last June. An 11-company mission to Latin America in April landed orders for an estimated \$15 million worth of mining equipment. The 11 companies on last January's mission to Australia are forecasting total sales of \$4 million.

The ministry is becoming increasingly selective in its approach to trade fairs and exhibitions, participating only in those specialized functions that are of specific interest to key Ontario industries.

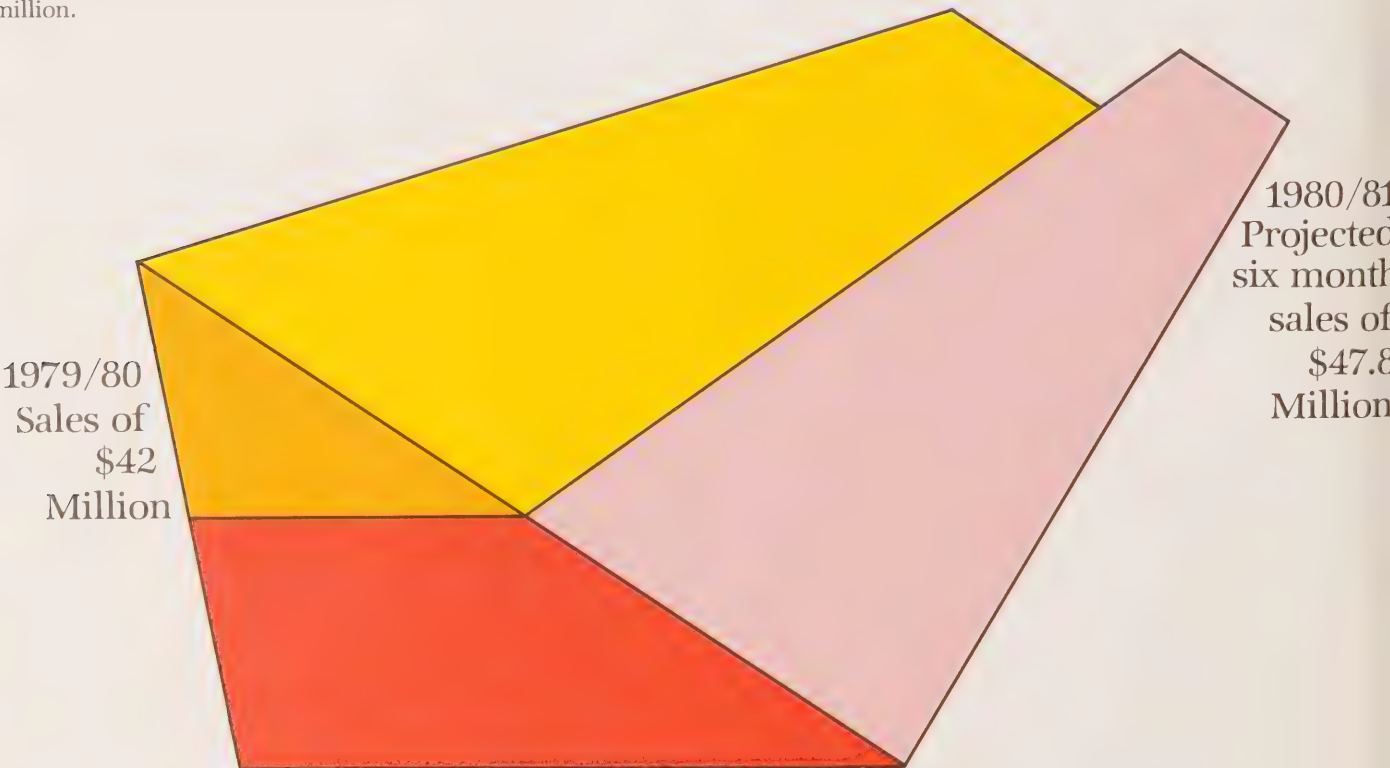
For example, 35 Ontario auto parts manufacturers travelled to Geneva last spring to participate in SITEV—the world's primary automotive exhibition. In October, an Ontario mission participated in the Australian International Engineering Exhibition in Sydney, and there will be strong representation from the province at the second Middle East Building and Construction Industry Show in Bahrain.

To ensure more effective technology transfer and increased compatibility with domestic research and development activity, the various technology missions are now co-ordinated by the Ontario Research Foundation.

For example, ORF recently arranged for representatives of Ontario's glass manufacturing industry to participate in a 12-day visit to three European countries to gain access to the most advanced technology in glass manufacturing.



Larry Carriere, right, industria development consultant, Willowdale reviews the ministry's incentive and export loan program with Eric Hardman Sr., chairman of Hardman Industries Ltd., Rexdale, manufacturer of music cassettes and plumbing fittings



The interests of Ontario exporters are well represented

SMALLER ONTARIO FIRMS

A third key objective of "Export 80s" is to stimulate exports by smaller Ontario firms.

In addition to the increased financial support available through the Ontario Development Corporations, the participation of trading houses in our trade missions is encouraged.

For example, a mission comprised exclusively of trading houses visited four Asian markets in October. Among them, these trading houses represented the interests of a number of smaller Ontario manufacturers with export potential.

In order to develop improved professional expertise in trade, trade policy, customs, tariffs and export marketing, the ministry is operating an internship program in international business.

Nine recent graduates of Ontario universities are now serving in the international offices. This experience is viewed as valuable "post-graduate" training which will prove very beneficial to small firms hiring them upon completion of the program.

INTERNATIONAL COMMERCIAL LAW

The fourth key element of the "Export 80s" strategy involves the need for Ontario firms to gain wider access to international commercial law specialists.

There is an accelerating shift in international trade from a world of trade regulated by tariffs to one in which legalistic mechanisms such as quotas, licensing arrangements and product standards play an increasingly important role.

The new trading environment is also influenced by the trend toward joint ventures and other types of business relationships in international trade. This suggests the need for specialists who can advise firms on legal issues that will affect their likelihood of success in international markets.

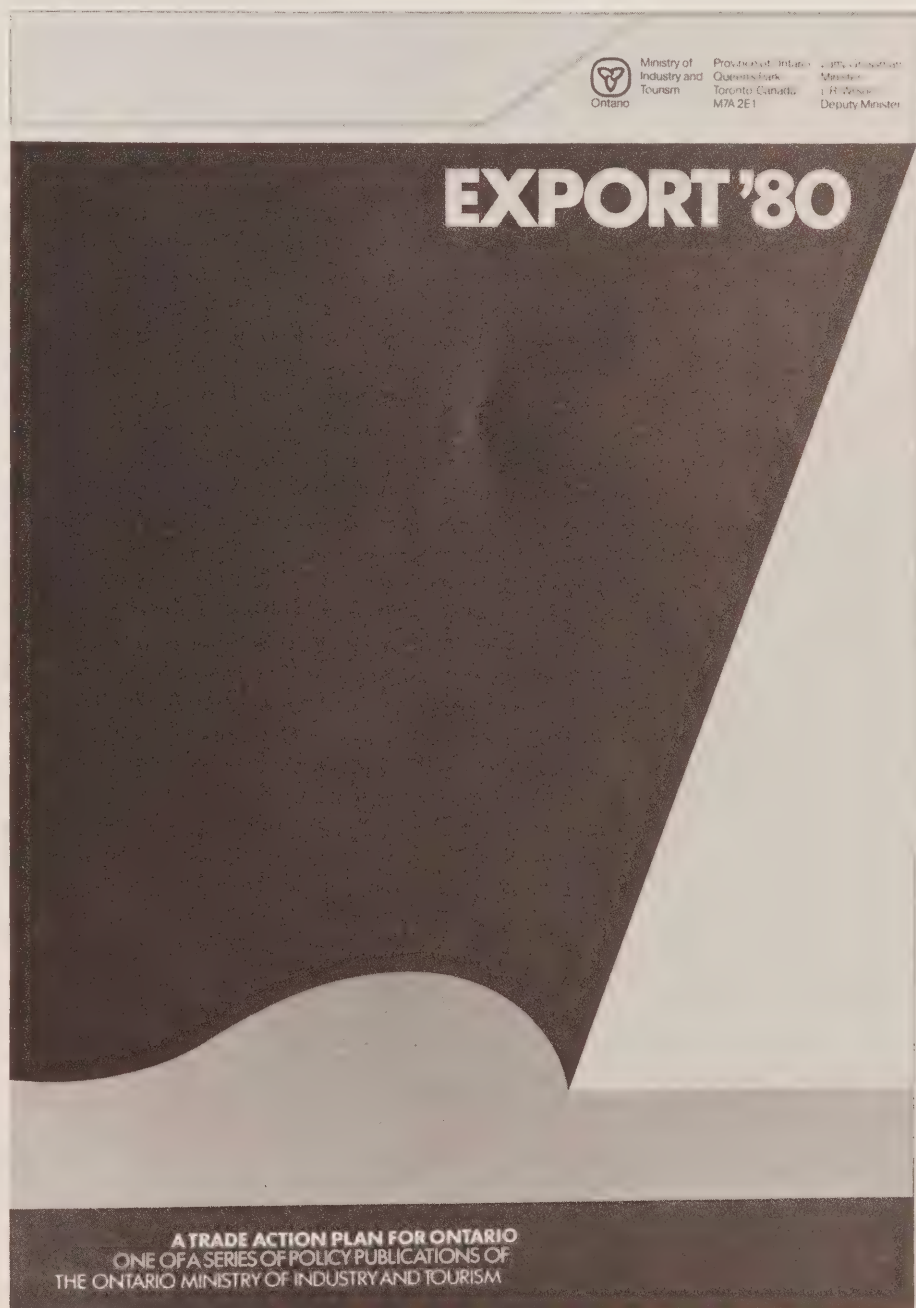
For this reason, the ministry will be funding — to a level of \$10,000 a year for a period of three years — the estab-

lishment of a Chair of International Commercial Law.

There is an identified need for Ontario to match its new program capability with trade policy credibility to ensure that the interests of Ontario exporters are well represented in international negotiations as well as in federal trade policy and program initiatives.

The ministry's intention to form an Office of Commercial Policy was announced last May. This office is now operational — enabling us to offer more effective assistance to firms encountering

either unfair trade practices by foreign competitors in the Canadian market or discriminatory treatment in foreign markets. Businessmen in Ontario most affected by changes in international trade arrangements and tariffs are being advised in detail of the services to be provided.



The \$100 billion global capital projects market

ONTARIO INTERNATIONAL CORPORATION

A fifth major "Export 80s" initiative is the establishment of a new provincial agency—Ontario International Corporation (OIC).

The principal role of OIC is to identify major offshore capital project opportunities and to put together Ontario-based consortia combining both private and public sector expertise to bid on foreign contracts.

Over the years, various ministries of the provincial government have developed advanced technological expertise on capital projects. Specialized skills now exist in such fields as electrical power generation and transmission, urban transit, educational infrastructure, environmental protection, urban transit and telecommunications.

The challenge now is to blend this public sector expertise with skilled ser-

vices in the private sector to make effective inroads into the \$100 billion global capital projects market.

Particular emphasis will be placed on the systems approach to large and complex projects such as hospitals, schools, power plants and transportation systems. As an international marketing agency, OIC will be involved in every aspect of packaging the project from planning and design to construction, operation and the training of personnel.

Early involvement in the design and planning phases will also give the ministry an opportunity to identify areas in which Ontario suppliers of manufactured products can gain access to lucrative new markets.

The Corporation will investigate opportunities, provide contacts, screen projects and complete preliminary risk analysis for companies and consortia. It

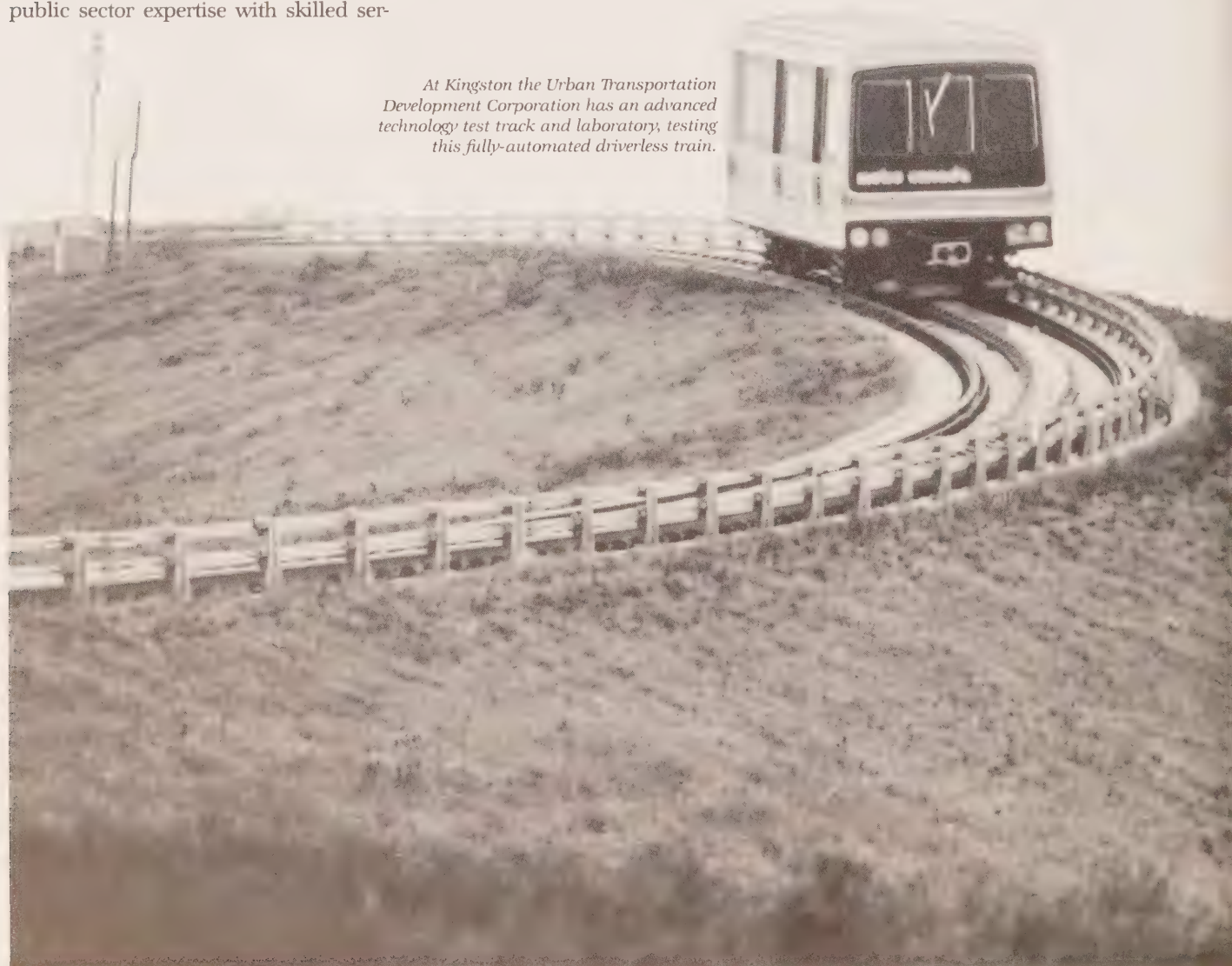
will also act as a government-to-government agent for local consortia or with offshore joint ventures.

Efforts will be concentrated on major capital projects coming on stream in South America, the Middle East, the Far East and in selected African countries. OIC will further examine prospects for joint ventures between Ontario and Australian firms to work on projects in Southeast Asia.

OIC has already secured its first contract—a \$100 million consulting contract awarded to a Canadian consortium for the design of the King Abdul Aziz University complex in Saudi Arabia.

All of the design work will be done in Canada and more than 400 new jobs will be created over the seven-year life of the contract.

At Kingston the Urban Transportation Development Corporation has an advanced technology test track and laboratory, testing this fully-automated driverless train.



Create or protect some 30,000 jobs

Since the university will contain almost 12,000 housing units, this project also offers tremendous opportunities for suppliers of building materials, furniture and fixtures.

In addition to the financial support provided to the consortium — enabling it to bid successfully on the contract — OIC will continue to monitor the project and identify future opportunities for Canadian suppliers.

Ontario's "Export 80s" program will help Ontario firms compete in international markets. Many of the key policy levers in this field, however, are in the hands of the federal government. The ministry is confident that its new initiatives, coupled with appropriate federal responses, can ensure the competitiveness of Canadian exporters in the international marketplace of the '80s. Specifically, the ministry is urging the speedy implementation of the Hatch Committee recommendations to provide increased funding, simpler procedures, and better co-ordination between Canadian export services and the capacity of Canadian firms.

C) FINANCIAL SUPPORT FOR BUSINESS

A further component of the ministry's efforts to strengthen Ontario's industries involves financial support for business. On a selective basis, the ministry is prepared to share the risks of capital investment projects to ensure that they go ahead.

General Manufacturing 30%

Agriculture — Food 3.2%

Transportation 3.8%

Electrical 7.3%

Textiles 8%

High Technology 8.6%

Wood Products 17.6%

Automotive 21.5%

The two main assistance vehicles are the Employment Development Fund (EDF), designed for medium and large firms, and the Ontario Development Corporations (ODCs), which specialize in the needs of small business.

EMPLOYMENT DEVELOPMENT FUND

The EDF grants support a wide spectrum of industrial sectors which have high employment factors. Its assistance reaches all regions of the province, mainly benefiting Canadian-owned enterprises.

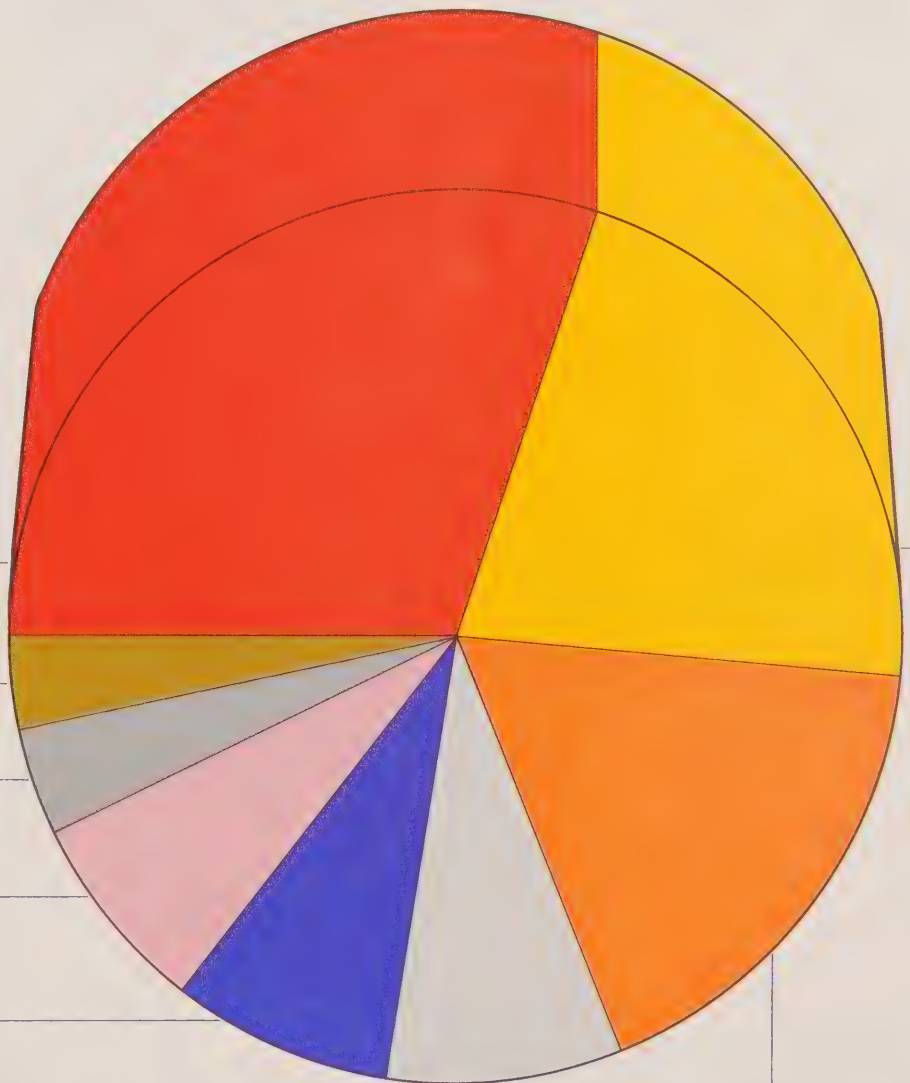
Regionally, about 40 per cent of the funds has flowed into central Ontario with

the northern, eastern and southwestern regions receiving about 20 per cent each.

Canadian-owned businesses have received 60.3 per cent of the funding, and foreign-owned firms, 39.7 per cent.

In its first year of existence, the EDF approved assistance of \$149 million in the manufacturing and pulp and paper industries. This anchored capital investment commitments of \$2.1 billion in Ontario over the next five years. The projects will create or protect some 30,000 jobs.

EMPLOYMENT DEVELOPMENT FUND



Investment nearly three times the loan amount

ONTARIO DEVELOPMENT CORPORATIONS

The mandate of the Development Corporations is to underwrite, on a selective basis, sound development or expansion plans by small businesses where funding through private institutions is not forthcoming. In 1979-80 the corporations issued 233 term loans and provided 70 loan guarantees committing a total of \$35.9 million in support of small business ventures.

This year the program has been accelerated. In the first six months of this year offers involving 250 loans and loan guarantees have been provided by the three Corporations, committing \$36 million in support of the start-up and expansion plans of small- and medium-sized Ontario businesses. Nearly 8,000 jobs are expected to flow from these investments over the next five years. New offices have and will be opened and procedures have been simplified to ensure faster service to viable projects.

All regions of the province have shared in this accelerated activity. The Northern Ontario Development Corporation (NODC) has committed more than \$6 million already this year to support 53 business investment ventures. The Eastern Ontario Development Corporation (EODC) has already committed \$6.8 million to assist 60 firms with their expansion plans.

Capital expansion assistance to smaller manufacturers is a major component of the Development Corporations' activity. To date, 107 loans providing \$17.1 million in financing have been committed this fiscal year. The initial interest-free and principal deferment aspects of this program have provided a unique blend of equity and debt features.

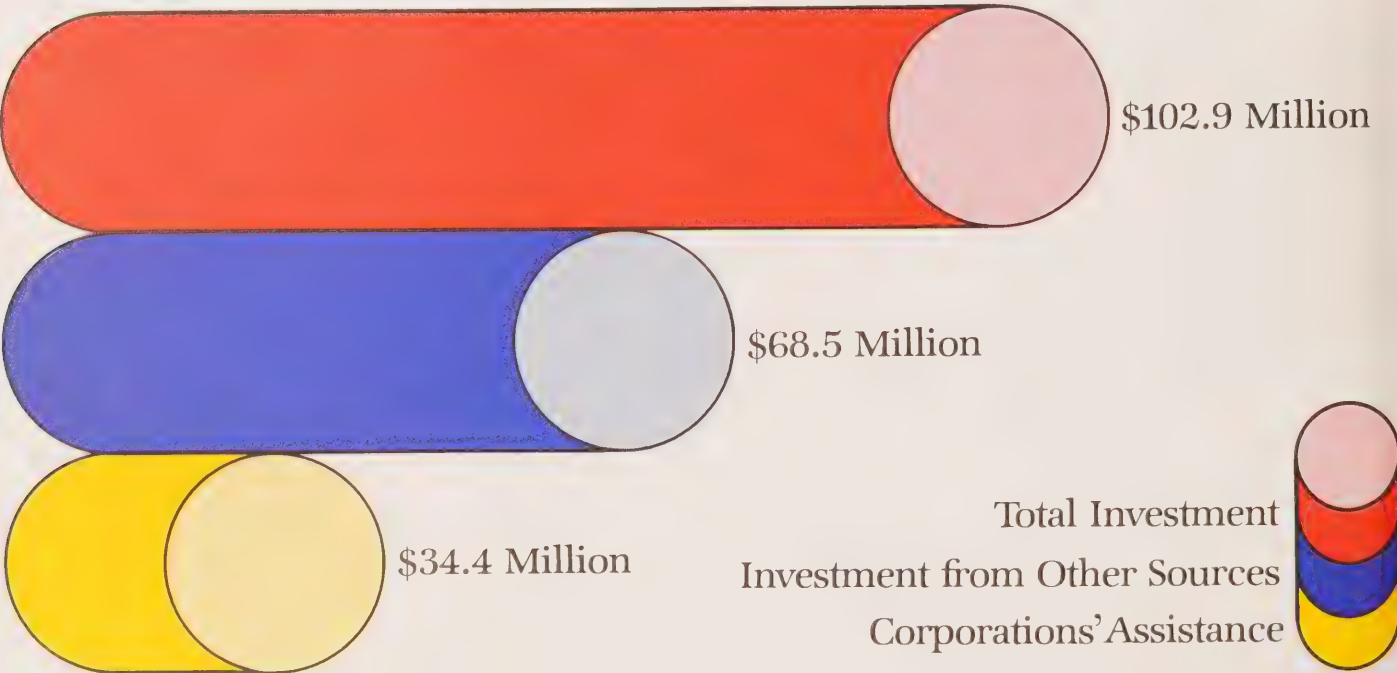
The program has been particularly successful in leveraging new investment in regions where capital spending has been slow, markets where risks are high, and businesses which are under-capitalized.

The \$17.1 million committed by the Corporations already this year will facilitate about \$50 million in private capital investment, nearly three times the loan amount. Investments in the tourism sector will be outlined later.

The largest part of the investment of the Corporations will be associated with Canadian ownership and control since the small business sector is largely in Canadian hands. To promote the growth of Ontario's domestically controlled manufacturing sector, additional initiatives have been taken.

The Foreign Subsidiary Buy-Back Program was recently announced. It will support Canadians who are prepared to acquire viable foreign-controlled businesses which might otherwise be sold to other foreign interests or be shut down. An expansion of the Development Corporations' venture capital loan program will enable more entrepreneurs to carry a good idea to its production stage.

ODCs' ASSISTANCE STIMULATES OTHER INVESTMENT



R&D projects for over 1,672 companies

A total of \$10 million on an annual basis has been allocated to support management and employee groups who are looking at acquiring foreign subsidiaries in Ontario. Direct loans up to \$500,000 and loan guarantees up to \$1 million are available in those situations where a viable business proposal exists. The program has stirred considerable interest already and the Development Corporations are engaged in discussing a number of promising proposals.

The first loan under the new program allowed Bradley-Fenn Enterprises to purchase the assets of Plax Canada Ltd. of Burlington, a foreign-owned manufacturer of plastic bottles. Two more approved loans are awaiting the borrowers' acceptance. Earlier allocations through the Corporations' regular programs have involved Pioneer Chainsaws of Peterborough, Lockwood Manufacturing of Brantford, and Central Wire of Perth.

D) HELP FOR RESEARCH AND DEVELOPMENT

While important, marketing and financing are not sufficient to guarantee business success. Increasingly, our prosperity is going to depend on high technology rather than low costs or tariff protection. Low-wage countries are making inroads into many of our traditional markets and even our home market. Protective barriers are being dismantled.

This necessitates a much greater investment in research and development in this country. It is important to realize, however, that small manufacturers generally are not in a position to establish in-house R&D facilities. But such companies can benefit from technical development services on a contract basis.

Meeting this need is the mandate of the Ontario Research Foundation. The

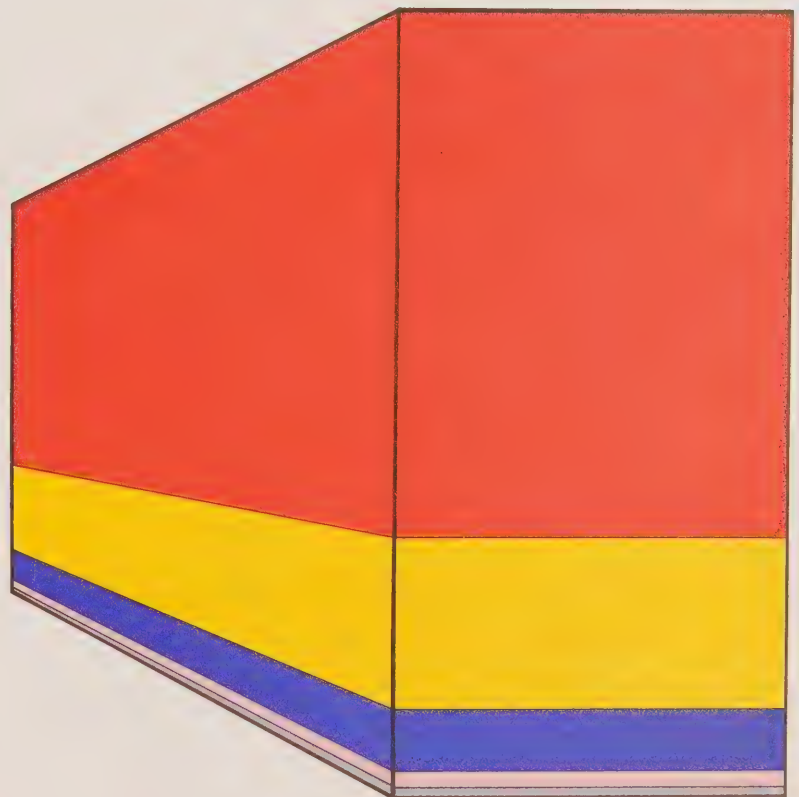
government has committed \$15.4 million to the ORF in the past four years. The foundation's 310 research scientists, technologists and engineers completed R&D projects for 1,672 companies last year. Among the success stories: an advanced sewage treatment system for ship-board use developed by Misener Transportation Limited of St. Catharines; a wood panel sealant developed by Norwood Products of Sault Ste. Marie, and a metal oxide spray treatment developed by Daysco Ltd. of Midland.

In the past year the ORF has introduced a new service for the textile industry. The computerized pattern grading and marker making service increases fabric utilization by 1 to 3 per cent, which could add as much as 50 per cent profit to some operations.



With the assistance of a \$250,000. Foreign Subsidiary Buy-Back loan from the Ontario Development Corporation, G.D. Bradley (left) and E.A. Fenn, purchased Plax Canada Limited from their former employers. The company manufactures custom designed plastic bottles.

ONTARIO RESEARCH URGES SMALL FIRMS TO USE LOW-COST FACILITIES



- 67% spent less than \$1,000.
- 22% spent \$1,000 - \$5,000.
- 8% spent \$5,000 - \$20,000.
- 2% spent \$20,000 - \$50,000.
- 1% spent more than \$50,000.

Applications of microelectronics to manufacturing processes

The ministry has introduced a financial assistance program to encourage small firms to utilize the ORF, which pays 90 per cent of the bill for technological assessment and planning performed by the ORF, or other approved institution, to a maximum of \$3,600 per firm. To date, 11 firms have been approved, for a total of \$33,371.

Major initiatives to boost R&D in the vital automotive sector have been launched. First, the establishment of an Auto Parts Technical Centre at the ORF. This will provide technical information on new materials and techniques, as well as industrial engineering services, materials testing facilities and training programs. Further details of this program are outlined on page 27.

Second, the ministry's offer of financial assistance to Chrysler Canada Ltd. to bring an automotive R&D Centre to Ontario. The government will provide half the financing for the \$20 million facility, which will develop aluminum and plastic components for lightweight, fuel-efficient automobiles.

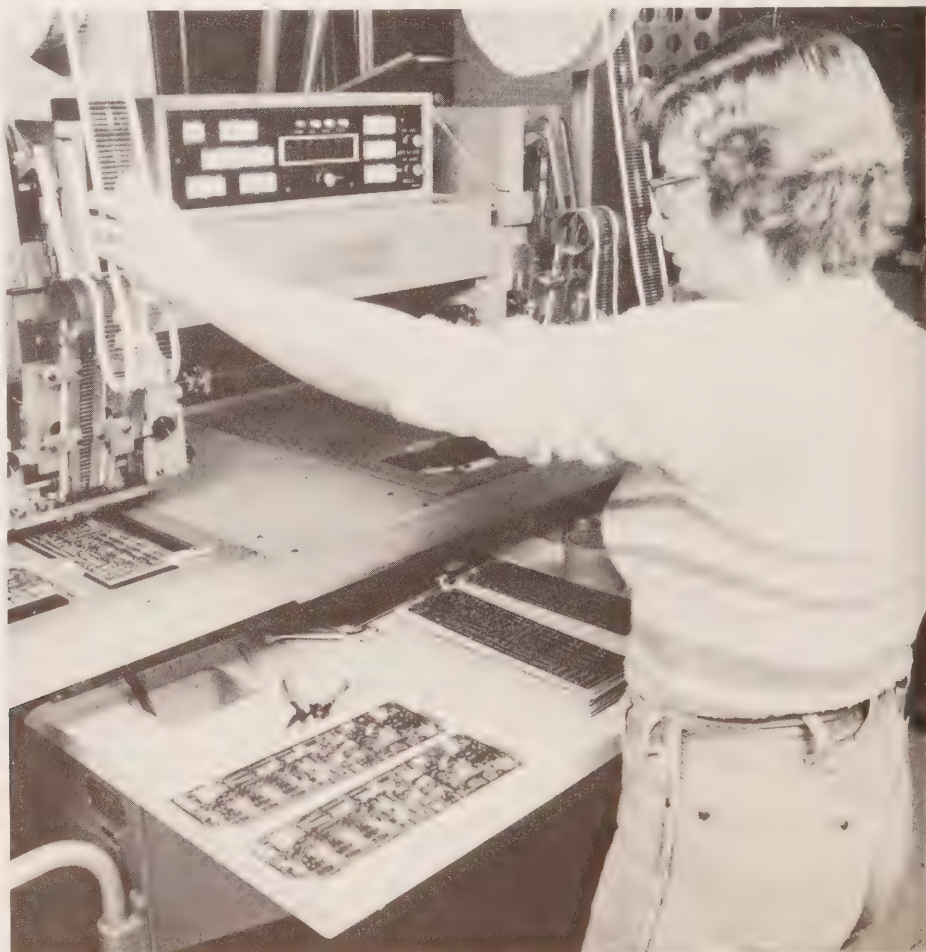
A third initiative in the area of research and development involves assistance to the plastics industry in preparing for future demands. The ministry took a leadership role in getting the federal government and two other provincial governments to participate in a study to determine the feasibility of a plastics research institute.

The research for the study, announced in February, has been completed and the report will soon be released by the Society of the Plastics Industry of Canada. Eight countries were studied in detail to determine what new techniques, products, advanced designs, innovative processes and management training programs could contribute to an advanced technology base for the Canadian plastics industry.

In addition, in one of the ministry's most important initiatives, funding of ORF research on the potential applications of microelectronics technology to manufacturing processes is being provided. The aim of the \$100,000 study is to assess the awareness of the manufacturing industry in Ontario to computer-aided design and computer-aided manufacturing technologies (CAD/CAM) and to make recommendations on the needs of companies to utilize these technologies.

For example, CAD/CAM techniques can permit a company to maintain short production runs with improved efficiency.

If Canada is to continue to be economically self-reliant during the 1980s and beyond, governments must devote the kind of money, manpower and resources to the microelectronics industry that has traditionally been devoted to other cornerstones of our industrial base—like the auto industry, the steel industry and major energy developments.



Ontario is a leader in the manufacture of computer assembly systems, printed circuitry, and advanced high technology components.

A ministry-sponsored task force on microelectronics will recommend ways to benefit Ontario industry and society in this era of technological change.

Automotive industry provides one-sixth of all manufacturing jobs

Announced in June, work is underway and discussions have taken place with over 300 firms in Ontario to assess the extent of their present use of computer-aided design and computer-aided manufacturing.

In addition to determining the state of use in Ontario firms, ORF will assess the applications of these technologies in other jurisdictions with similar industries.

A key part of the study will be a review of the capacity of Canadian suppliers of this technology. It is essential that once the need is identified in the manufacturing industry, and the applications known, every effort be made to ensure that Canadian suppliers can meet that emerging need and capitalize on the growing market opportunity.

E) STRENGTHENING INDUSTRY SECTORS

In addition to these programs, the ministry has developed specific measures to strengthen key industrial sectors.

AUTOMOTIVE INDUSTRY

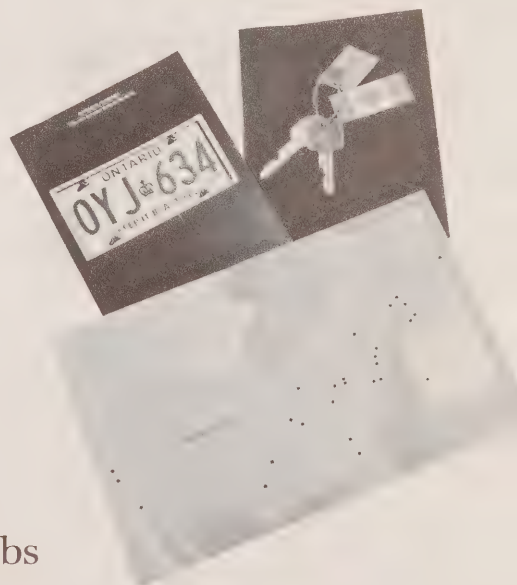
The automotive industry provides one-sixth of all manufacturing jobs in this province. Accordingly, both its long-term structural and short-term cyclical problems are of concern.

Canada and the United States are both experiencing similar adjustment problems. For the first six months of 1980, American production declined by 30 per cent, while Canadian production declined by 24 per cent. The import share of the market grew in the United States by 5.2 per cent, while in Canada it grew by 4.9 per cent. This major readjustment of the industry led to similar layoffs in both countries — 26 per cent of the auto workers in the United States and 24 per cent in Canada.

The automobile industry is undergoing a major readjustment to meet fuel efficiency, safety and emission standards of the future. New components using state-of-the-art materials are required. To satisfy the demand, parts makers will have to develop entirely new products and production techniques. Ontario has pursued a number of strategies to help the auto parts sector adjust to this reality.

In addition to the Auto Parts Technical Centre at the ORE, mentioned earlier, EDF grants to the sector total \$6.6 million, leveraging \$97 million in investment and creating 2,570 new jobs. ODC loans and guarantees to automotive parts manufacturers over the past 18 months, totalled \$5.5 million, and created 1,623 new jobs.

This year, Ontario's largest trade mission ever travelled to SITEV in Geneva, the world's foremost automotive exhibition. The ministry is aggressively pursuing European and Japanese investment, and has promoted investment by internationally proven parts firms. The appointment of Pat Lavelle, former president of the Automotive Parts Manufacturers Association, as senior representative in Paris, will enhance the effectiveness of our auto contacts with European investors.



Promoting Ontario as a logical site for auto parts production is the theme of this ministry publication, "The Site for Your Auto Parts Plant".

4,193 JOBS CREATED

ODC Loans
\$5.5 Million

1,623
New Jobs

2,570
New Jobs

EDF Grants
\$6.6 Million

85 per cent
Canadian sourcing

The ministry has advocated changes to the U.S.-Canada Auto Pact, including an increase in Canadian value-added to 100 per cent of Canadian sales, up from the current 65-70 per cent. Further, each auto maker should undertake to balance intra-corporate trade between Canada and the U.S. over any five-year period.

These changes would require a major increase in Canadian sourcing of parts. They would directly attack the growing parts trade deficit.

The need of Ontario's automotive parts manufacturers for better market access will be assisted greatly by the selection of Toronto as the site for SITEV America, a major new international automotive industry trade development show. It will be held at the CNE grounds, June 16-18, 1981.

The ministry finds it intolerable that vital statistics about the economic performance of this sector are confidential. Figures showing the extent of compliance with the CVA requirements of the pact should be disclosed to the public.

Ontario supports duty remission as an inducement to Canadian sourcing by

European and Japanese auto makers. In fact, Ottawa has been urged to consider designated importer schemes which provide full duty remission for international firms based upon a combination of parts purchasing and investment in Canada.

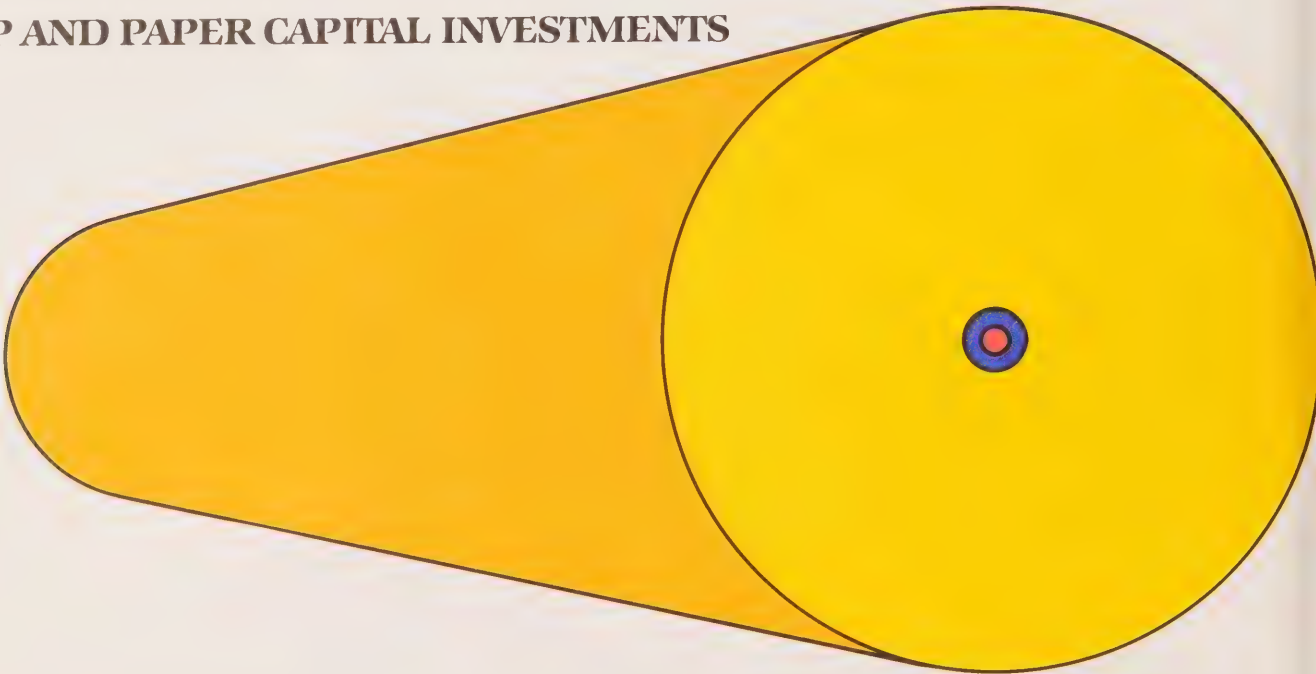
The ministry will work closely with the industry in the months ahead to identify any further measures needed to secure the viability of this vital sector.

PULP AND PAPER INDUSTRY

To strengthen the pulp and paper industry the ministry has also moved to safeguard an area of traditional economic strength, which employs some 19,000 workers in the smaller communities of northern and eastern Ontario. Employment Development Fund grants of \$98.2 million, coupled with federal assistance of \$49.1 million, have levered capital investments for productivity improvement and pollution control of \$1.28 billion. Eighty-eight per cent of this amount consists of private funds.

The benefits of these grants to six companies will be felt by both the local communities where the companies operate and the entire general manufacturing sector. Since the investment programs will dramatically enhance the competitive position of this industry in international markets, there will be greater long-term job security for the employees. In these six communities the pulp and paper sector employs more than 30 per cent of the population, making the viability of the industry essential to each area. The improved forest utilization and the meeting of environmental pollution abatement requirements will also help these communities. The 85 per cent Canadian sourcing requirement will certainly benefit the larger Ontario manufacturing community.

PULP AND PAPER CAPITAL INVESTMENTS



Investments for Productivity Improvement and Pollution Control

■ EDF grants approved	\$ 98.2 million	8%
■ DREE assistance	\$ 49.1 million	4%
■ Corporate investment	<u>\$1,137.3 million</u>	<u>88%</u>
Total investment	<u>\$1,284.6 million</u>	<u>100%</u>

Ministry acts as trouble-shooter for small Canadian businesses

SMALL BUSINESS

A third sector being strengthened is small business. Ninety-seven per cent of all businesses in Ontario are small businesses, as are 85 per cent of all manufacturing establishments. Small firms generate 40 per cent of Ontario's jobs, including a quarter of manufacturing employment.

This year, the ministry's programs were expanded to provide a complete package of services for small business:

First, the range of firms eligible for Ontario Development Corporations' financing, traditionally restricted to secondary manufacturing and tourism-related enterprises, was broadened. Eligibility now extends to businesses in service and technology areas which are looking at export markets, and to firms with the potential to replace imports in these areas. Also eligible now are firms that can have a critical economic impact in slow-growth regions, and those with important spin-offs for manufacturing and tourism.

A second initiative to help the small business sector was the doubling of financial assistance available through the ODCs to a maximum of \$500,000 in direct loans and guarantees per firm and \$1 million for export support loans. Since the program was introduced in March, 52 companies have received aid to date.

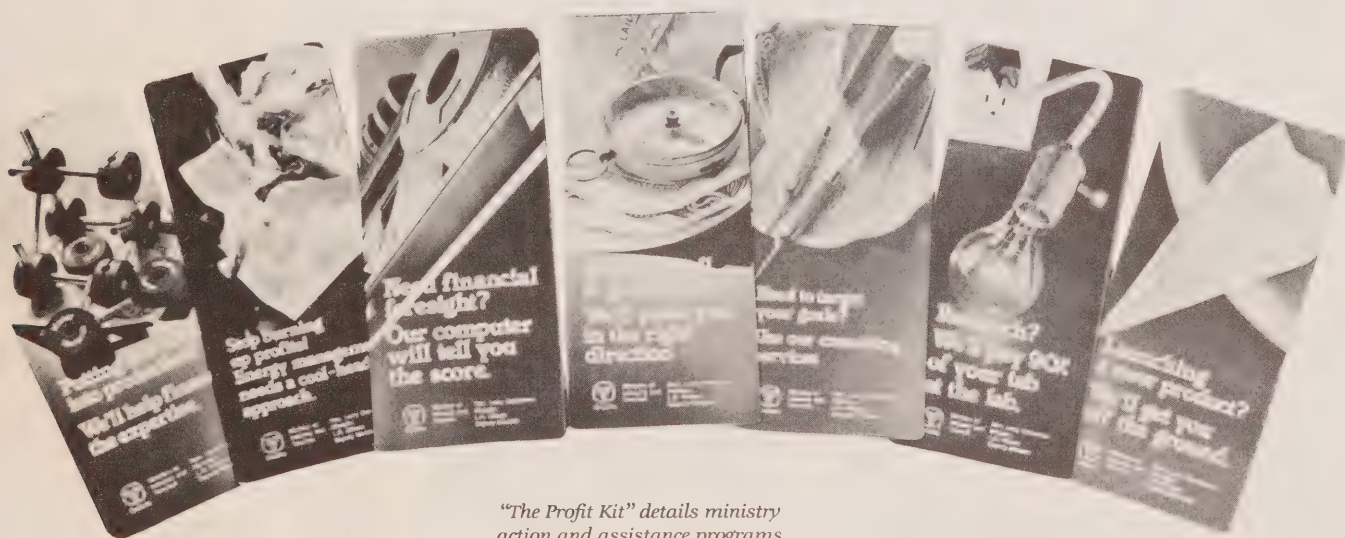
Third, a promotional aids marketing program was introduced to help finance the preparation of packaging and sales literature for innovative products. Fifty-five firms have been aided to date for a total of \$360,000.

The fourth initiative will help small firms sell to the Ontario government: the creation of a special marketing-to-government consulting service. In addition, the ministry acts as a 'trouble-shooter' for firms having difficulty securing government orders. A government purchasing directory has been distributed to 35,000 small businesses across the province and copies have been requested by other jurisdictions within Canada and abroad.

In addition, the Development Corporations are providing special support to small firms that face considerable obstacles in their bidding and contracting arrangements with governments or public institutions.

Fifth, to further expand small business markets, the ministry is actively encouraging foreign-owned corporations to source from small firms.

The sixth step expanded the staff for the ministry's financial planning model, to bring sophisticated computer analysis within reach of virtually every manufacturer in the province. By the end of August, some 33 companies had made use of the computer financial planning model and an additional 43 firms used the financial consulting services. It is projected that by the end of the year, 250 businesses will have availed themselves of these services.



"The Profit Kit" details ministry action and assistance programs for smaller firms.

Interest on all Ontario government accounts in excess of 30 days

Seventh, the ministry's consulting services to small business have been expanded. In addition to marketing consulting services to manufacturers, the ministry now offers entrepreneurial consulting advice to businesses in both the manufacturing and service sectors. Almost half the 19,000 field contacts made by our Ontario offices last year involved consultation with small firms about day-to-day business problems. Additional resources have been allocated to the provision of financial and marketing advice through professionals at head office.

In addition, the ministry is experimenting with the creation of local boards of successful business people to act as "sounding boards" for local firms. This would give small companies access to the same calibre of advice as large firms receive from their boards of directors. A first pilot project is operating in the Kitchener-Waterloo area and a second one, in Barrie, will be set up soon. If these two projects are successful, the idea can be implemented province-wide.

The ninth small business sector initiative was to promote innovation. The funding levels under the inventors' assistance and product development programs have been raised. Last year 25 entrepreneurs received funds to build prototypes, while 14 manufacturers were assisted in upgrading their in-house design capability.

Already this year loans amounting to \$1.4 million have been committed by the Development Corporations in support of seven new product ventures under the expanded venture capital program.

To help small business, the tenth initiative formalized the ministry's role as advocate for small business, both within government and before other institutions.

In addition to acting in the area of government procurement, described earlier, the ministry initiated consideration of a policy whereby the Ontario government would pay interest on all suppliers' accounts in excess of 30 days. Effective from September 1, 1980, this policy is especially important for smaller companies doing business with the government.

The ministry's highly successful small business management development program is designed to improve the management techniques of small business in the retail and service sectors with one-on-one consulting by private sector consultants over a six-month period. The ministry has committed \$320,000 to this program and by the end of this year expects to have taken it to 20 communities across the province and to have assisted some 450 small businesses — primarily in the service sector.

The ministry's programs for the small business sector represent a comprehensive and pragmatic response to many of the concerns of small business. The measures were implemented after extensive dialogue with local business people throughout Ontario — a dialogue that will continue with the small business community. These programs will be further adjusted as needed to keep pace with changing circumstances.

TOURISM INDUSTRY

In strengthening specific industry sectors, the tourism industry is a high priority. Last year tourism expenditures exceeded \$6.6 billion, and a \$1 billion increase is forecast for 1980. The industry created 624,000 man-years of employment

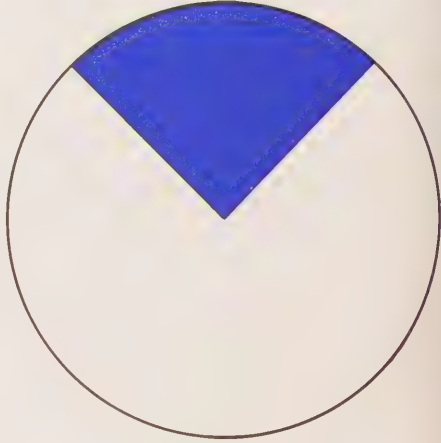
SMALL BUSINESS IN ONTARIO



■ 97% of all businesses



■ 40% of all employment



■ 23% of total sales

A small business is defined as any service business with fewer than 50 employees, and any manufacturing enterprise with fewer than 100 employees.

Tourism industry produced \$1.2 billion in provincial tax revenue

in 1979 and produced \$1.2 billion in provincial tax revenue. The tourism industry is second only to manufacturing in terms of employment and tax revenues.

The ministry is actively investing in development of the tourism sector. The Tourism Redevelopment Incentive Program (TRIP), begun last year, guarantees loans up to \$500,000 and provides interest rate subsidies equivalent to 5 per cent.

Since its inception, the Employment Development Fund and the Development Corporations have committed over \$14 million to 34 projects involving more than \$26 million of expenditures on upgrading or expanding tourist facilities in Ontario.

In addition, the Development Corporations have directly invested more than \$4.7 million to assist 56 smaller tourist operators across the province to upgrade and expand.

In addition to funding, the ministry co-operates with the private sector and other levels of government to develop new theme attractions. For example, Canada's Wonderland, set to open spring 1981, will be a much-needed addition to Ontario's tourism plant. The ministry has played a key role in the planning for Timbertown, the proposed amusement park based on the logging days of the Ottawa Valley. And continued funding of Ontario Place, a Crown corporation, has resulted in a world-class attraction which drew over three million visitors this year, making it the fifth most attended attraction in the world.

Last year, the government concluded a federal-provincial agreement with the Department of Regional Economic Expansion (DREE) for the development of eastern Ontario. The \$4 million tourism component of the agreement is designed to stimulate private investment and create world-class attractions and facilities. Ontario shares costs with Ottawa on a 50-50 basis.

Anne McCall,
tourism manager, Brockville,
reviews assistance
plans for Paddy's Inn, Morrisburg,
with owner Pat Beavers.



Canada's Wonderland, 370-acre entertainment complex just north of Toronto, opening May 1981, is Canada's first theme park. Some 2.3 million summer visitors are expected to view the central mountain and tour International Street and the Medieval Village.

Grading will give consumers a better idea of what to expect

In spite of the new program, the Ontario tourism industry currently receives only two per cent of the total funding provided under federal-provincial tourism agreements. The ministry is actively seeking further DREE agreements to cover other parts of the province and provide additional funding.

Significant investment will be required to bring many of Ontario's facilities up to world-class standards. A new grading system, to be operational by spring 1982, will provide a substantial incentive to improve accommodation facilities. Developed with the ministry's help, the system will be operated by Tourism Ontario, the umbrella organization of provincial tourist associations. The Development Corporations will be actively involved in providing financial assistance when implementation begins this fall.

Grading will give the consumer a better idea of what to expect. It will also benefit the travel trade by providing a bank of information on the accommodation inventory. The industry, through Tourism Ontario, has undertaken to operate this program.

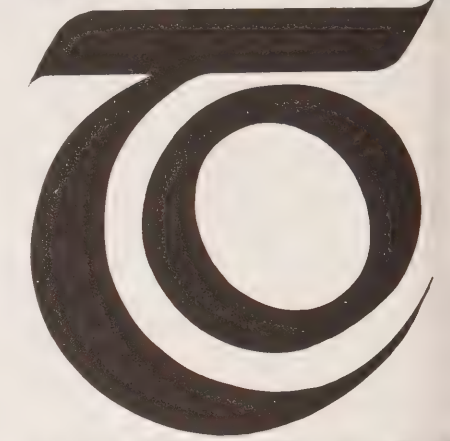
In order to improve the quality and choice of tourism facilities, the ministry will provide financial assistance for up-grading projects through TRIP and ODC lending programs. A series of destination zone studies are being completed to identify opportunities in the range of facilities available in various parts of the province. This research is part of the "Framework for Opportunities" program to identify opportunities for development in the tourism sector.

The ministry, as part of its investment in the tourism sector, is funding a study of the Ontario tourism association program. The present program sets out jurisdictions and funding formulae for the 12 tourism associations across the province. By soliciting the opinions of 100 members of each association, the

ministry wants to determine whether the present funding level is correct, what the most efficient boundaries would be, and what private sector funding contributions should be. This study is part of the ministry's initiatives to help the tourism sector capitalize on the growing tourism market in the most efficient way.

The development of four-season destination resorts is another priority for future markets. Last year the ministry helped fund market research for the proposed resort at King Mountain and Searchmont near Sault Ste. Marie, which would offer a full range of summer and winter recreation. Proposals are also being considered for developing the Blue Mountain/Craighleith area and activities in the Georgian Lakelands area, to name just a few.

TOURISM ONTARIO



RECOMMENDED



An ongoing priority of the ministry is to encourage the development of four-season resorts, with winter skiing facilities and land and water sport amenities for summer.

Benefits for foreign-owned firms and Ontario economy

ATTRACTING NEW INVESTMENT

The second element of the ministry's overall growth objectives is attracting new investment. The Ministry of Industry and Tourism encourages foreign investment in areas which will have a benefit for the economic growth of the province. Three of the ministry's priorities for attracting new investment, include encouragement of global product mandating, specific types of branch plant investments, and film production.

A) GLOBAL PRODUCT MANDATING

As tariff barriers fall during the 1980s, the branch plant will become increasingly obsolete. Subsidiaries originally established as miniature versions of the parent company to produce for the Canadian market will evolve in one of two directions. The parent firm may repatriate the branch plant assets and service the Canadian market from head office. Or the firm can reorient the subsidiary toward specialization in a limited range of products with economies of scale to compete in world markets.

The ministry emphatically supports the latter approach, known as international or global product mandating. This steadily increasing mode of operation offers potential benefits not only to the foreign-owned firm but also to the Ontario economy.

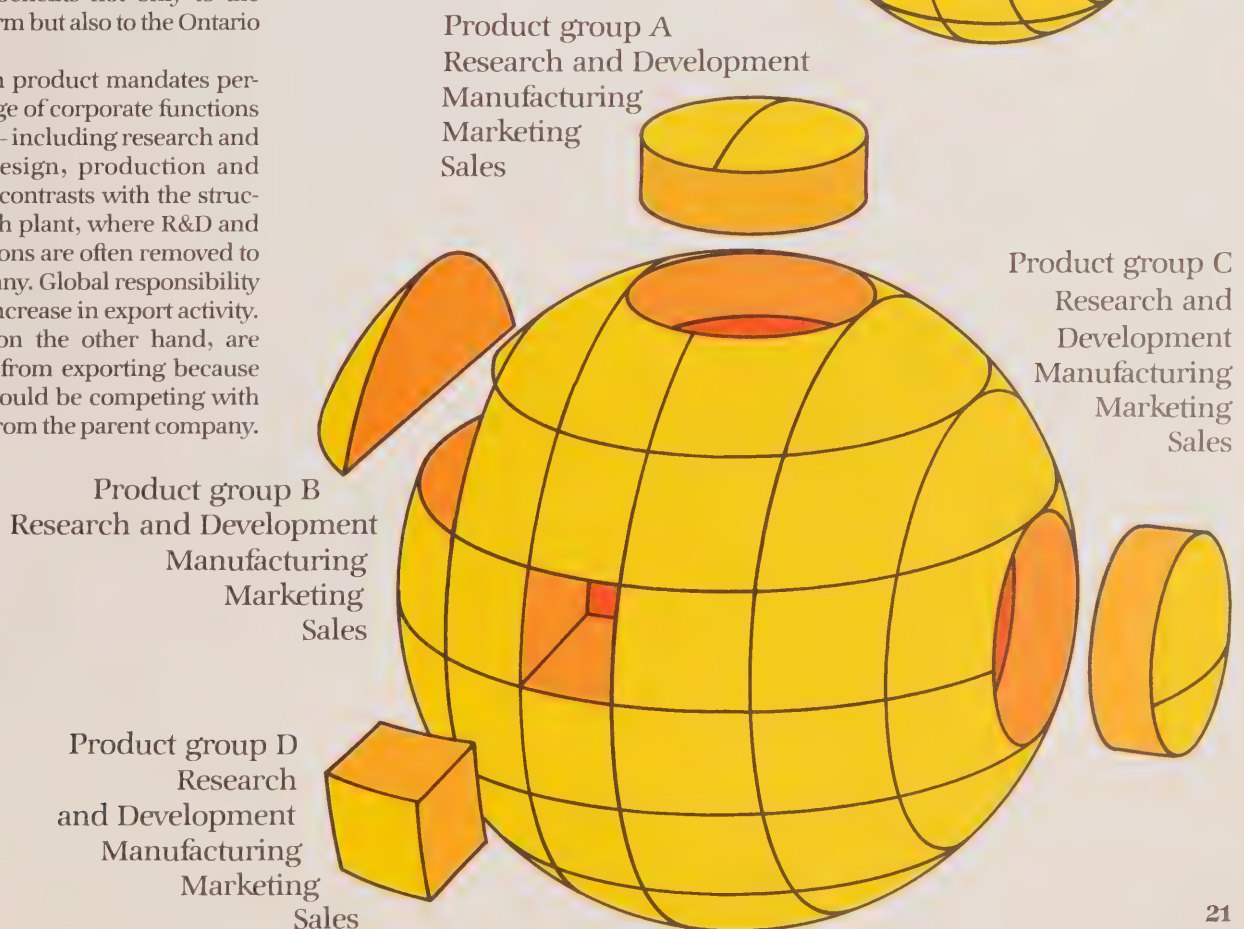
Subsidiaries with product mandates perform the full range of corporate functions for that product—including research and development, design, production and marketing. This contrasts with the structure of the branch plant, where R&D and marketing functions are often removed to the parent company. Global responsibility also implies an increase in export activity. Branch plants, on the other hand, are often precluded from exporting because their products would be competing with identical goods from the parent company.

While the subsidiary would continue to import other product lines, the export activity under a product mandate would facilitate the achievement of balanced trade between the parent company and the subsidiary. Increased Canadian sourcing would also improve trade performance, and is a practice the ministry urges companies to adopt.

Many Ontario companies are well established in international product mandating, such as Westinghouse Canada Inc. (gas turbines), Xerox Canada Inc. (document sorters), Black & Decker Canada Inc. (orbital sanders, Work-Mate), Garrett Manufacturing Ltd. (emergency locator beacons), Honeywell Ltd. (optic liquid level sensors), and Canadian General Electric Co. Ltd. (hydro electric generators, circuit breakers).

GLOBAL PRODUCT MANDATING

Future international corporations will be made up of independently functioning units.



Ontario aggressively markets its strengths to the United States

This spring a task force was appointed to advise the ministry on implementing international product mandating in Ontario. Headed by Lorne Lodge, chairman and president of IBM Canada, the group comprises senior executives from firms already involved in mandating. It will devise objectives for a provincial mandating strategy in terms of increased exporting, improved R&D performance, enhanced Canadian sourcing and balanced trade. The group will also propose measures for encouraging foreign-owned companies to move into the product mandating mode.

The insights of the task force are expected to help the ministry not only to persuade existing subsidiaries to achieve mandating, but also to attract new investment. Foreign investment can be lured even more successfully on the basis of Ontario's attractiveness as a site for subsidiaries with global product mandates.

B) INVESTMENTS IN SPECIFIC TYPES OF PLANTS

Another program to attract new investment is the promotion of Ontario as "the profit centre". The ministry aggressively markets its strengths to American companies to lure investment dollars to Ontario. The objective is to augment the ministry's extensive foreign office network with the sales materials required to communicate effectively Ontario's message to key international investors.

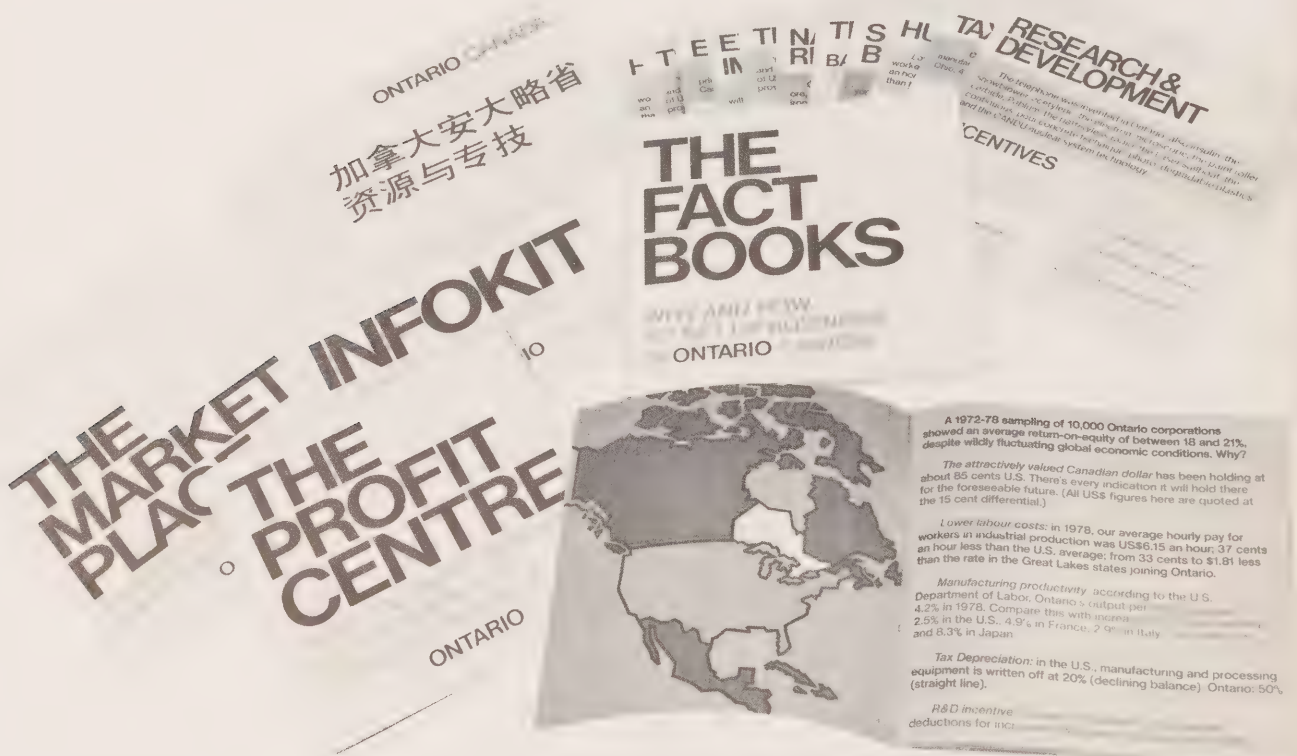
An investment book, *The Profit Centre*, introduced earlier this year and now into its second printing, is supported by *The Fact Books*. Topics of these books range from market statistics to details on transportation, natural resources, energy and taxation.

The Profit Centre has been well received by the investment community here and abroad. Ten thousand copies have

been distributed around the world. The interest expressed in foreign markets has led the ministry to develop *The Profit Centre* in the French, German and Japanese languages.

To secure investment last year the ministry specifically encouraged automotive parts manufacturers in Japan and Europe to choose Ontario as the site for their plants. Ministry staff approached all major foreign manufacturers, selling the advantages of Ontario resources, workforce, prepared sites, transportation and taxation policies.

A new, highly informative package "The Profit Centre" and "The Fact Books", outlines the advantages of establishing a business in Ontario. "The Market Place" lists province-wide marketing and manufacturing opportunities.



Third largest film producing centre in North America

In pursuing the development objectives of their individual municipalities, more and more Ontario industrial commissioners are active internationally. Because of this the ministry must make every effort to see that they are well informed and effective.

As part of the ministry's emphasis on promoting investment, it is determined to foster closer relationships with Ontario municipalities and their industrial commissioners as active partners in industrial development. Through the Ontario Industrial Development Council, the ministry has sponsored scholarships at the University of Waterloo leading to the Certified Industrial Developer designation. During this past year 16 professions were sponsored at the course.

C) ENCOURAGING FILM PRODUCTION

The film industry also provides an investment opportunity. Ontario produces 50 per cent of all English-language features in Canada and is the third-largest film producing centre in North America. A total of 19 English-language features will be completed in 1980 for a total investment of over \$80 million. An additional \$60 million will be spent to produce "commercials". Television productions will contribute another \$80 million. These figures do not include the production of short, training or documentary films.

If we use 70 as the "rule of thumb" to average the number of jobs directly involved in a feature film production, then for 1979, 1,800 were created by Ontario-based production of 26 feature films. This figure does not include related service industries employed by the productions.

The ministry will continue its program to sell Ontario as the place to make movies, by promoting the tax advantages, the diversity of locations, the high quality of production services, and the ministry's location assistance to key international film producers.



"You can't beat these Ontario crews."

Jack Lemmon, shooting "Tribute"

**Movies made easy.
ONTARIO  CANADA**

*Jack Lemmon
filming in Ontario gives credit to the expertise
of camera crews in "Hollywood North".*

Seventy per cent of Canada's microelectronics industry

PREPARING FOR THE FUTURE

Not only must Ontario strengthen its existing industrial base, it must lay the foundation for prosperity tomorrow. Accordingly, the ministry's third major program thrust is to prepare Ontario's industry for the future.

There are six key opportunities of the future which will affect employment and the business climate including microelectronics, biotechnology, mega-projects, the new world car, the future tourist, and energy products.

A) MICROELECTRONICS

We are on the verge of an era of social and economic change virtually unparalleled in our history. A major new technological force is emerging—microelectronics.

The range of possible microelectronic applications over the next 10 years includes interactive television, personal computers, voice recognition typewriters and machines, computer-assisted learning, and integrated medical and data systems.

Industrial applications of computer-aided design and computer-aided manufacturing will be critical. Use of industrial robots is accelerating; more than half the world's manufactured goods are expected to be produced with automated parts making and assembly operations by the year 2000.

These developments have profound manpower implications. Perhaps one-third of existing jobs will be affected by 1990. Severe shortages of skilled information workers such as software designers and programmers are expected and are already starting to be felt.

The ministry has taken two major actions to determine the opportunities and to ensure that Ontario benefits from them.

First, the ministry is funding the Ontario Research Foundation in a \$100,000 study of existing and probable uses of micro-computers in manufacturing operations already mentioned.

The second initiative in this area was the establishment of the Task Force on Microelectronics, comprised of private and public sector experts, to make recommendations for maximizing the benefits to Ontario industry and society of technological change in this vital area. Dr. D.A. Chisholm of Northern Telecom heads up the task force, which will report within one year.

Seventy per cent of Canada's electronics industry is located here in Ontario. Despite major successes in fibre optic technology, satellite communications and interactive television systems like Telidon, the industry is not strong enough. Last year the sector encountered a \$2 billion trade deficit, while total shipments reached only \$3.5 billion.

To keep abreast of advances in computer technology, the ministry is funding the Ontario Research Foundation in a \$100,000 study of multiple uses of micro-computers in manufacturing.



Research capability to boost market opportunities

If present trends continue, the deficit will grow to \$9 billion in current dollars by the end of the decade, meaning a sacrifice of more than 100,000 potential electronics jobs for Canada.

The task force will also be looking at ways to promote the growth of the industry through increased R&D and better penetration of domestic and export markets.

Since the task force announcement in July, its composition has almost been finalized and the ministry has committed staff support to help accelerate the project. An extensive literature search has already been completed, interviews held with a number of key people in the business community, and a method of data collection has been developed with the chairman, to be used with university and research specialists, microelectronic suppliers, Ontario manufacturers, and key world leaders in this area. Other initiatives in the microelectronic sector are currently being studied pending the report of the task force.

B) BIOTECHNOLOGY

Biotechnology is an industry of the more distant future. In essence, it is the manipulation of bacteria to provide products and services. The commercial prospects of this emerging high technology are reputed to rival those of microelectronics.

Micro-organisms have long been used to produce beer and cheese, for example. What is new is the ability of scientists to tailor ecological organisms to specific needs.

Many existing industries could be affected by biotechnology through the creation of new products or the replacement of existing products and processes.

Progress is being made toward a number of potential industrial applications. For example, insulin produced by genetically engineered bacteria is being tested. Bacteria have been developed which eat oil spills. Microbes may be able to accelerate the recovery of oil from the tar sands. Bacteria may be used to decompose plastic and mine copper from low grade ores.

The ministry is actively considering proposals for acquiring research capability in this new and exciting field, so that Ontario's industries can be in an early position to seize this market opportunity.

POTENTIAL INDUSTRIAL AREAS EXAMPLES OF USE	
Health products	Insulin
Energy, petrochemicals	Synthetic fuels
Food production	Single-cell protein
Chemicals	Decompose plastic
Mining	Process copper

THE COMMERCIAL PROSPECTS OF EMERGING BIOTECHNOLOGY

\$200 billion worth of major capital projects

C) MEGA-PROJECTS

In the immediate future, Western Canadian mega-projects potentially offer an unparalleled stimulus to economic growth. Canada anticipates total capital expenditures of \$200 billion on major oil and gas-related projects in the next 20 years, and an additional \$32 billion on electrical generation projects during the 1980s.

These projects can have spectacular industrial spin-offs for the rest of the economy, benefiting a wide spectrum of sectors from financial enterprises to trade and services; manufacturing and processing; iron, steel and metal manufacturing firms; and the transportation industry.

In particular, the mega-projects will generate a tremendous demand for capital goods ranging from pipe to construction equipment. The expertise acquired and technology developed through the projects could provide the foundation for a future export thrust.

The question is: will the capital goods orders go to Canadian manufacturers or, as has happened so often in the past, to foreign suppliers? Unless positive action is taken, foreign firms will likely land a sizeable share of the contracts, and the industrial benefits will leave Canada.

To maximize the benefits of these projects for our industry, provincial governments and agencies must change their purchasing policies. Ministry officials have devoted a great deal of effort to seeking interprovincial co-operation on this vital issue.

D) THE WORLD CAR

Studies indicate that the automobile will remain the dominant form of transportation for years to come. But the cars we drive tomorrow will be radically different from the cars we drive today. This will have profound implications for our auto industry.

The shift in North American consumer tastes toward small vehicles means that the same type of car will be sold around the world. Parts and components for this world car will come from world-scale parts manufacturers supplying an international market.

The export market for vehicles and parts made in North America is the area of largest potential growth. The developing countries will require, over the next 20-25 years, rugged, fuel-efficient vehicles. Some studies indicate that requirements could reach 10 million vehicles annually by the year 2000.

The emerging world car will have fewer components, but they will reflect state-of-the-art technology. To produce lighter-weight, more fuel-efficient vehicles, the auto makers will rely on new materials like plastics, aluminum and high-strength, light steel.

Ontario has a competitive edge in all of these materials. Our plastics producers enjoy one of the most secure supplies of feedstocks in the world, while our aluminum producers benefit from abundant and relatively low-priced electricity. Our steel industry, one of the most efficient and modern in North America and perhaps the world, has the capacity to serve the auto market with new lightweight high-strength steel that will be required



The world car concept based on North American and European technology, is represented here in the Ford "Corrida", a futuristic styling developed from the "Fiesta" model.

Tourism will be the world's leading industry by the year 2000

But Canadian parts manufacturers will have to increase their expertise in working with these materials and in developing new processes. The Auto Parts Technical Centre at the Ontario Research Foundation will help them do this. Technical innovation will be the key to success in the emerging world car market.

The mandate of the centre will be to provide Ontario's auto parts manufacturers with technical information on new materials and production techniques; industrial engineering services; access to a materials testing laboratory; and training programs to upgrade the technical and production skills of the industry.

The Ontario Research Foundation will meet with auto parts manufacturers throughout the province to identify the full range of services which should be offered through the technical centre, and to determine the levels of funding that will be required for its operation.

Since the study was announced in May, ORF has interviewed over 60 major Ontario companies, accounting for 90 per cent of the industry's output. This review has given the ministry a practical indication of what services the centre should provide, and what areas of research are necessary for the industry. Once the interviews are completed, and the design of the centre developed, the Auto Parts Technical Centre will be established and operational by early 1981.

These initiatives show the ministry's commitments to ensuring that the Canadian auto industry is well positioned to succeed in the changing environments of the '80s and '90s.

THE FUTURE TOURIST

Present world trends indicate that tourism will be the world's leading industry by the year 2000. This increased volume will dictate many changes in the next two decades. With an estimated tourism mar-

ket of \$120 billion in the next 10 years, the ministry is taking steps to ensure that Ontario achieves this objective while at the same time maintaining its 51 per cent share of the Canadian tourism market.

MARKET RESEARCH

Sophisticated market data arms the tourism industry with essential trend information in order to plan now for the tourism of the future. The ministry has just joined with major North American private sector companies in an extensive research project to identify the needs and desires of tomorrow's tourist from all parts of the world. Ontario is the sole government jurisdiction participating in this long-range investment in the tourism sector. The results of this study will have a major impact on the facilities and attractions of Ontario in the future.

With the information already available the tourism industry must anticipate the need for:

- ☐ Four-season destinations.

- ☐ World-class, five-star resorts and hotels.
- ☐ Bed-and-breakfast accommodation.
- ☐ Package tours.
- ☐ Theme attractions.
- ☐ Business and convention services.
- ☐ Manpower in all phases of the hospitality industry.
- ☐ Less costly, more energy-efficient means of transportation.
- ☐ Vacations geared to elderly travellers and single travellers.
- ☐ Shorter holiday packages.
- ☐ Farm vacations.

The ministry will continue to work with the industry to identify the opportunities of the near and long-term future.

Jack Cruickshank, centre, tourism manager, and John Payne, left, tourism industry consultant, discuss the steady influx of U.S. tourists from the Sault, Michigan with Udo Rauk, manager of Algoma Kinniwabi travel association.



Over 1.2 million people participate each year in over 25,000 corporate meetings

MASS TRAVEL

The increase in worldwide mass travel requires the close co-operation of the travel trade which our ministry offices in New York, Chicago and Los Angeles will facilitate in the United States, and our offices in London, Paris, Frankfurt and Tokyo will facilitate in the offshore foreign markets. This market is being developed through personal contact with the carriers, wholesale tour brokers and travel agents and by publications such as the *Travel Agents Manual* and the *Traveller's Encyclopaedia* in the French, German, Dutch and Japanese languages. In addition, there has been a significant expansion of trade and consumer promotion and advertising.

CONVENTIONS AND MEETINGS

For the future, Ontario will need new facilities to enhance its appeal to the meetings industry which is one of the largest tourist markets. The ministry has played a key leadership role in co-ordinating the development of a convention centre for Metropolitan Toronto and for Ottawa by bringing together the three levels of government and the private sector.

The Bassett Committee Report, presented in October, recommended that the Metropolitan Toronto Convention Centre be developed by CN next to the CN Tower. Cost of the new Centre will be \$64 million. The Ontario government will provide funding up to \$27 million.

Meetings facilities, however, must go beyond major cities. Smaller facilities across the province can be adapted and new facilities built to take into account the growing business meetings opportunities. We know that over 1.2 million people participate in some 25,000 corporate meetings or conventions in Ontario each year. This represents a growing new market for the tourism business.

Part of the attraction for the world-class business meeting traffic will be Minaki Lodge and the Northern Ontario experience. As announced this April, Minaki Lodge will open to the public in the spring of 1982 under the management of Radisson Hotels. Initially operating for a 140-day season, this wilderness destination will ultimately become a year-round, world-class recreational meeting facility and family resort. The Ontario government is investing an additional \$12-14 million to bring Minaki into operation. When completed it will compete in North America and Europe as a unique quality resort facility. Booking inquiries for 1982 have already been received.

HOSPITALITY MANPOWER

Manpower in the hospitality industry is a key concern for the future. Facilities and attractions for the future tourist will require adequate numbers of well-trained manpower. With the growth expected and

the demands of tourists for first-class service, the hospitality industry is an excellent opportunity for future jobs in Ontario. Last year an estimated 6,000 jobs were unfilled in Ontario, while 5,000 new jobs are created annually.

To help this province meet that challenge, the ministry, in conjunction with the ministry of colleges and universities, set up the Ontario Hospitality Institute last year to improve skills training in the industry.

The new Metropolitan Toronto Convention Centre to be developed next to the CN Tower has already received its first firm booking, from the American Public Works Association, for 1982.



\$300 million North American market in solar applications alone

NEW TECHNOLOGY

The introduction of new technology will create opportunities in the tourism industry of the future. The ministry wants to make sure that Ontario benefits from this new technology, and utilizes it to promote its tourist product. The ministry is working with the private sector to assess how to implement computerized reservation systems across the province to bring this service within reach of all facilities, and not just the larger, international chains. The feasibility of such a system, which could be accessed by travel agents, accommodation operators and regional information centres, is being studied.

The ministry is also working with the industry to provide a much needed computerized data base to assist them in making better business decisions faster.

Continued co-operation between industry and government is essential to ensure a future of rewarding recreational experiences for Ontario's citizens and visitors, and to produce high financial returns for investors, operators and the people of the province.

NEW ENERGY PRODUCT OPPORTUNITIES

Rising energy costs and the search for new alternatives will create major new business opportunities in energy-efficient products and technology. The potential market for these new products and processes will amount to hundreds of millions of dollars. The export and employment potentials are also significant. Already estimates show a \$300 million North American market in solar applications alone in the next year.

To help Ontario's industry identify and seize these opportunities in the future, the ministry established an energy projects group this year.

New technologies will be required in major fields such as transportation and the manufacture of alternate fuel. Consumer and industrial interest in energy-saving ideas will enable Ontario companies to capitalize on these opportunities.

But new technologies and implementation of energy conservation measures often require front-end financing that is often not feasible for an individual company. By providing a resource of information on the present technologies, and by making funding available through a new joint program with the federal government, the ministry is actively helping Ontario businessmen develop and market new energy-saving ideas.

Under the program, \$58 million is available for demonstration projects that help develop, demonstrate or promote the use of promising new technologies for both energy conservation and renewable energy.

To help provide the technological support for the energy products market of the future, the Ontario Research Foundation has been established as the solar product testing centre for Canada with a grant of \$1.3 million from the National Research Council.

The ministry announced in October an industrial energy conservation and oil substitution program. Initial funding of \$10 million will be used to reduce Ontario's oil dependency by increased use of natural gas and other more abundant fuels and by investment in energy-saving equipment and processes.

These are a few of the ways the Ministry of Industry and Tourism is helping companies make money and save money in the energy market.

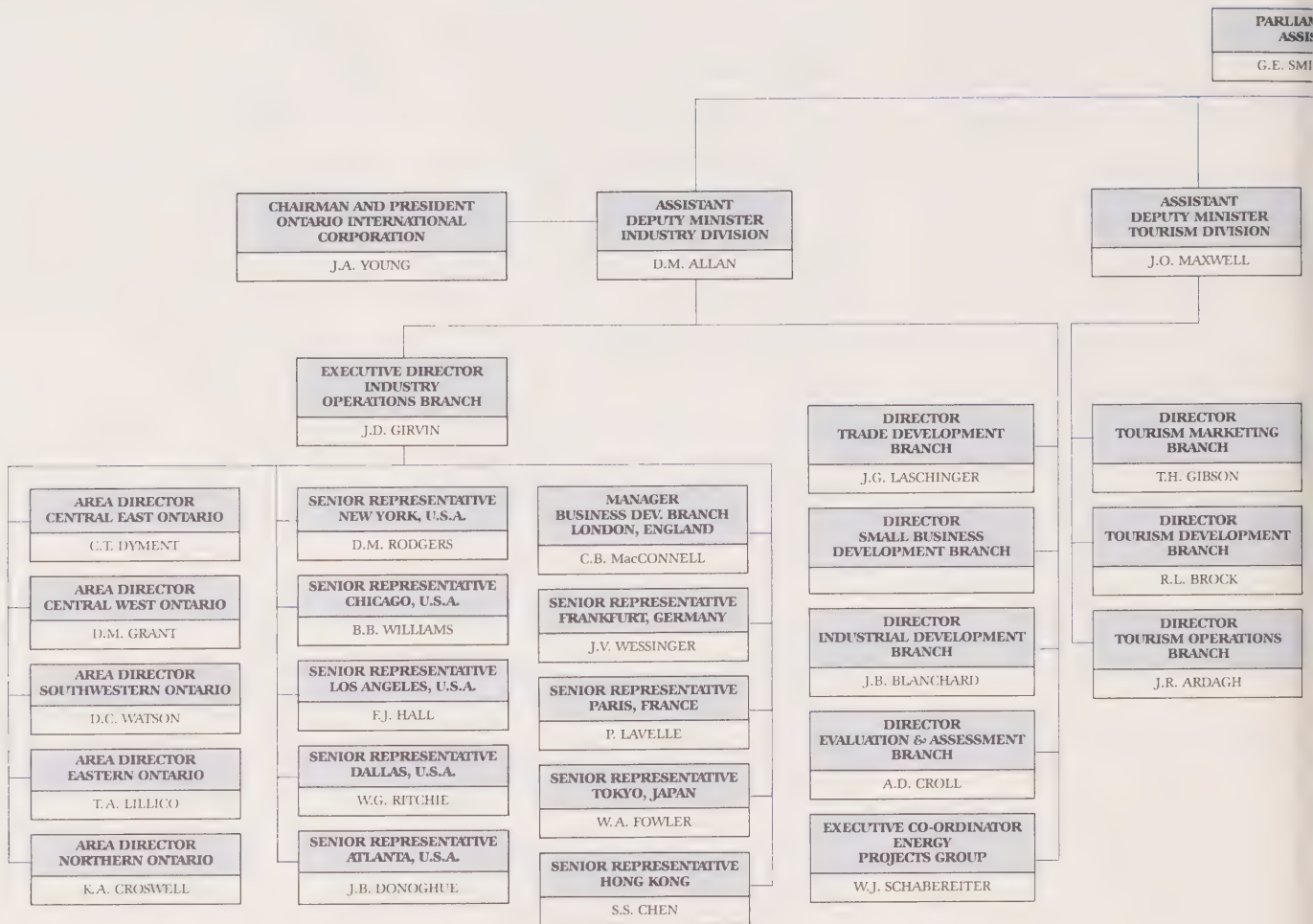


Evaluating materials for use in stationary solar collectors is one of many technical services to manufacturers and designers by Ontario Research Foundation.

ORGANIZATION CHART

ONTARIO TOURISM OFFICES

ONTARIO MINISTRY OF INDUSTRY AND TOURISM
ORGANIZATION NOVEMBER 17, 1980



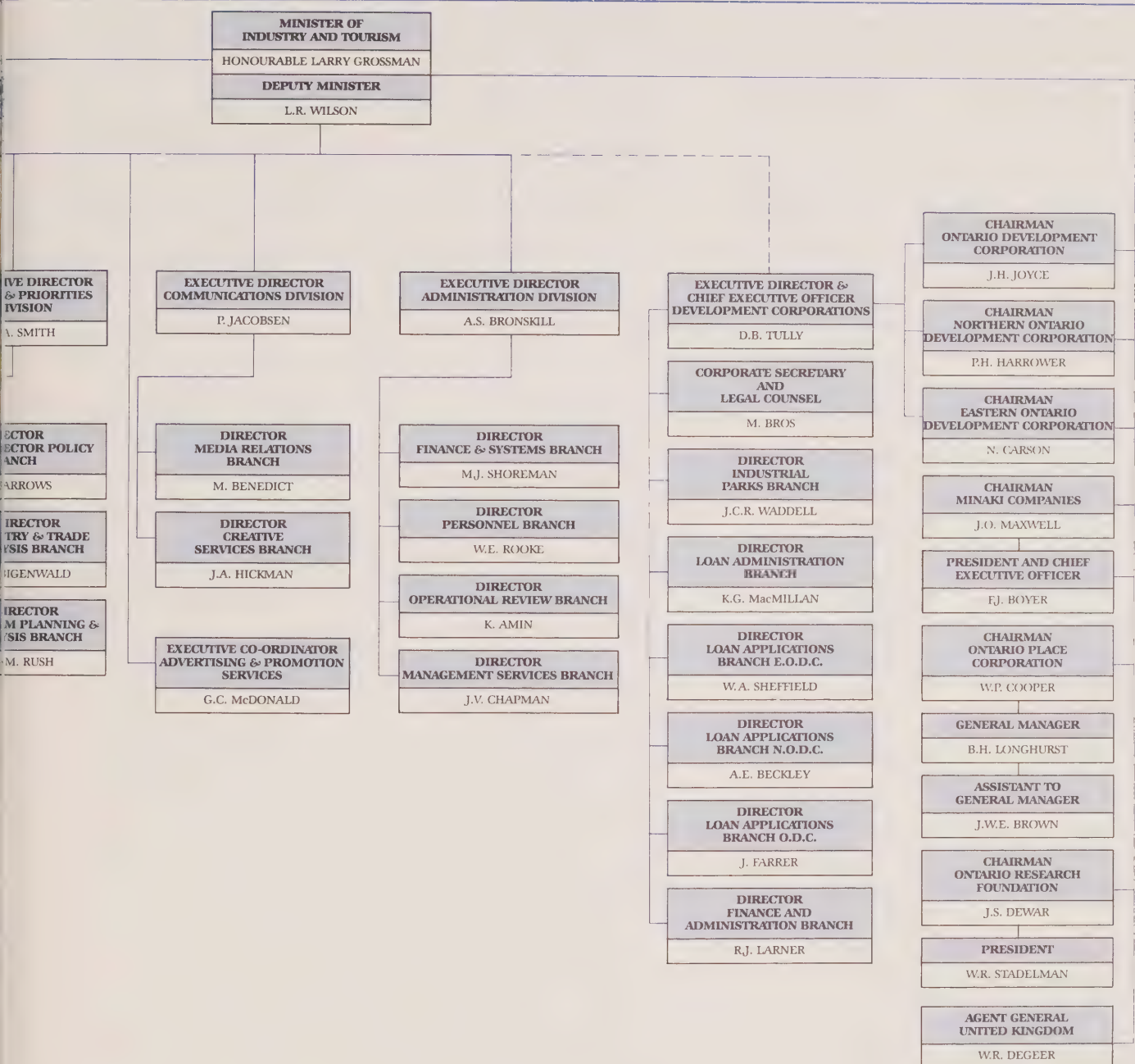
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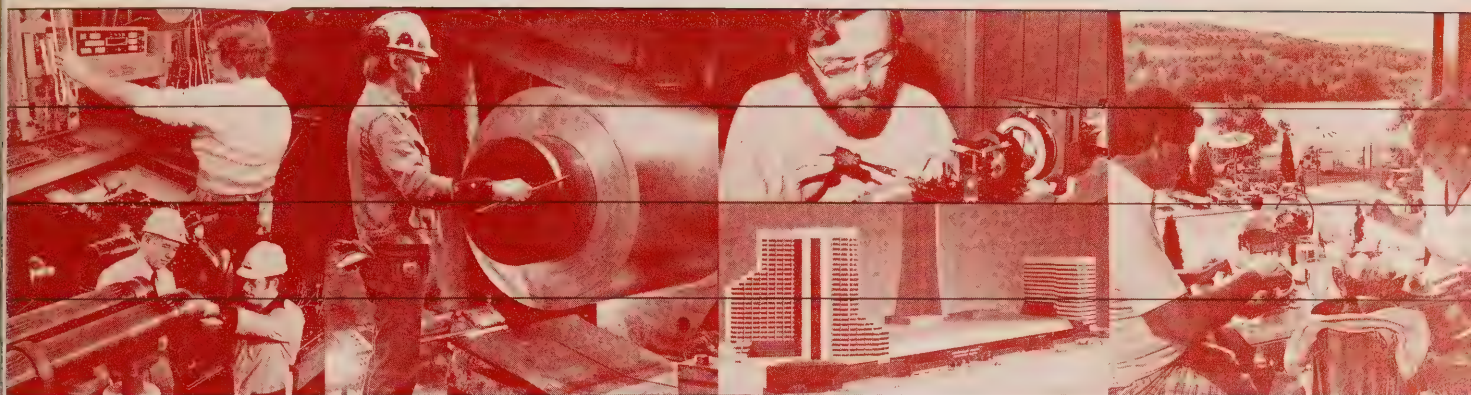


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Industry and
Tourism

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ANNUAL REVIEW 1981



Opening statement by the
Honourable Larry Grossman

At the estimates of the
Ministry of Industry and Tourism
December, 1981

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On the cover: a computer researcher; employees at Atomic Energy of Canada Limited; working in the province's steel manufacturing; making high-tech optical equipment; a model of Toronto's proposed convention centre; and visitors enjoying Ontario's hospitality.

For three years I have been minister of Industry and Tourism and have been gratified to see the development of the ministry and its programs during this period.

In opening my estimates this year, I want first to acknowledge the important support and innovative assistance I have received during these years from my personal staff but particularly from the ministry's civil servants. I also wish to introduce our deputy minister, Bernard Ostry, who will be playing a major role in helping Industry and Tourism address, effectively and imaginatively, the complex issues confronting us in the years ahead.

In the face of much bleak news Ontario continues to be the manufacturing heartland of Canada, despite the restructuring that has occurred in some sectors. Today we account for 49 percent of the manufacturing activity of all of Canada. This is both a blessing and from time to time a problem for our people.

The world economic situation and high interest rates have created difficulties for our manufacturing community. Inevitably there has been a degree of retrenchment in some of our traditional industries as a result of international and domestic factors.

By most indicators used to measure a modern industrial society, Ontario has been fortunate compared with other jurisdictions. Our gross provincial product in 1979 led all other provinces at \$101.6 billion. In October of this year 114,000 more people were working than last year and more than 450 companies announced new manufacturing projects in excess of a half-million dollars during 1979 and 1980.

But I am not going to dwell on these

encouraging signs — attractive as they may be — because I want to emphasize our great concern about some unhappy events in the industrial sectors of this province during the same period.

Business failures, closings and layoffs have a human dimension which is particularly distressing to those of us who believe in the dignity of labour and the right of all Canadians to find self-fulfilment within our democratic society.

Our objective must be and is to do the best we can within the mandate we have as a ministry of one province within a larger Canadian and world community of industrial nations.

Our business and labour communities will to some degree always be vulnerable to forces outside our control. That is certainly the situation today in an industrial world struggling against deepening recession, with a federal government seemingly incapable of providing the incentives and national framework for economic growth.

The challenge for us is to take every innovative step possible within our jurisdiction to ameliorate the problem and to try to ensure as healthy and stable an economic climate for our entrepreneurs in Ontario so that the people of the province will continue to have the opportunities which ensure a rich quality of life.

In light of this province's strengths and the world economic challenges, I would like to outline the highlights of my ministry's initiatives during the past year and some of our priorities for the future within these broad categories:

- strengthening our traditional base;
- selected emerging sectors; and
- facing some broad economic issues.

1 Automotive

The impact of the worldwide rationalization of the automotive industry on Canada is significant to Ontario.

As a result of this rationalization, the Canadian industry is experiencing difficult structural adjustments similar to those in every advanced industrial country other than Japan. These adjustments, combined with a deep cyclical downturn, are costing thousands of people in Ontario their jobs.

It is critical that we develop greater automotive expertise, both as a competitive location for vehicle assembly serving the North American market and as a major supplier of parts and components for world markets.

Ontario has the material resources, in the plastics, aluminum and steel industries, required to support a strong world presence in the automotive industry. In the past two years, there have been 67 plant expansions and conversions in Ontario's auto sector.

This province has pursued a number of strategies to help the auto and auto-parts sector adjust to new world requirements, in spite of the fact that we depend in large measure on federal government policies, particularly under the Auto Pact.

Ontario's initiatives

To assist our auto producers in facing the increasing pressures expected in the 1980s and to enhance the long-term competitiveness of the auto-parts industry, the ministry will establish an automotive parts technology centre. Funds will be allocated by BILD to provide productivity services, an information centre, training and education, and testing facilities for small- to

medium-sized auto parts manufacturers.

The ministry has also pursued several initiatives to help the industry maintain its position in the commercial world:

- Through the Employment Development Fund we provided \$25.2 million in grants, guarantees and loans, which encouraged \$261.8 million in private investment and created 4,621 new jobs over the last two-and-a-half years;
- During the period from April 1, 1980, to Oct. 31, 1981, the Ontario development corporations provided 30 loans and guarantees totaling \$6.9 million to create an estimated 726 new jobs;
- We led the largest trade mission ever from Ontario to SITEV Geneva, the European auto industry marketplace;
- We secured the first North American location for the SITEV America show and, based on the show's success, have it returning next year;
- We retained Patrick Lavelle, head of the Automotive Parts Manufacturers' Association of Canada (APMA), to direct our Paris office in securing European business and promoting the duty remission program;
- We encouraged Volkswagen to select Ontario as the best location for its Canadian plant; this initiative will result in 500 direct jobs, \$102.2 million direct investment resulting in export sales of \$95 million from the new Barrie plant, plus \$165 million in exports from other Canadian auto-parts suppliers;
- We hired Hayao Yazawa, a former executive of the Japanese auto industry, to advise us in additional methods of attracting Japanese investment and business for our auto-parts industry;
- We are currently engaged in negotiations with

the federal government, Chrysler Canada and Perkins Limited to produce diesel engines in Windsor, Ont.; and

- We have been a leading and vocal advocate for the auto sector in negotiations with the federal government including identifying changes needed in the Auto Pact.

Although the difficulties facing the industry at this time are great, we are confident that, with the assistance of the car makers, particularly General Motors of Canada, and of the APMA, government and the industry can work together to meet the challenge.

2 Textiles and clothing

In 1980 alone, Canada imported \$1.6 billion in textiles and \$798 million in clothing. Today, per capita imports of textiles and clothing into Canada exceed those of the United States, the European Common Market or Japan.

With shipments totaling \$3 billion, Ontario's textile and clothing industry represents about 25 percent of Canada's clothing industry and 40 percent of its textile industry. This sector employs 65,000 people, many in areas of the province where employment alternatives are not plentiful.

Ontario's initiatives

A major initiative by this government was the Ontario textile assistance program (OTAP), which was designed to help firms improve competitiveness through modernization, improved productivity and product quality.

Under this program, \$5.4 million in grants was provided through the Employment Development Fund supporting \$71.4 million in investment. The program has helped create 212 jobs.

In addition, through the Employment Development Fund we provided another \$1.3 million in grants, supporting \$31.9 million in investment to help create 339 jobs. This was non-OTAP funding.

We also helped firms gain access to computerized pattern grading at the Ontario Research Foundation to improve productivity.

Ontario has also been an advocate for the textile and clothing sector to the federal government in the renegotiations of international agreements governing this area.

3 Forest products

Forest products is one of Canada's leading sectors. It not only represents a significant portion of our

Gross National Product but it also constitutes our leading exporting sector.

Nationally, the industrial output of the forest products industry was estimated at more than \$20 billion in 1979. Of this income, fully half was derived from exports.

Ontario's initiatives

Ontario's pulp and paper firms are undergoing massive plant modernization, which will secure employment and exports for the future, maintain competitiveness, increase productivity, meet environmental guidelines and generate economic activity in Canada through domestic sourcing.

This modernization results from a \$118.8-million provincial incentive program to encourage pulp and paper operators to commit contractually to a fundamental plant-modernization plan. The federal government followed our lead and provided an additional \$60 million toward the fund.

Today, nine of Ontario's 13 pulp and paper firms have successfully concluded agreements for capital program incentives to generate:

- more than \$1.5 billion in capital expenditures at 20 Ontario pulp and paper mills by the end of 1984, of which 89 percent will be new private investment;
- significant improvements in mill efficiency and productivity;
- compliance with environmental pollution abatement requirements;
- economic activity of more than \$1.3 billion, or 85 percent, within Canada; and
- security for 15,508 jobs for pulp and paper workers.

As of January, 1981, expenditures and commitments relative to this program included \$269 million used for purchases within Ontario, \$141 million spent in other Canadian provinces and \$61 million used for foreign equipment purchases.

4 Food and beverage processing

Food and beverage processing is one of the largest manufacturing sectors in Canada. In Ontario alone it is a \$10-billion business annually.

Serving well over 90 percent of a domestic market worth about \$27.9 billion a year, this sector employs 85,000 men and women in Ontario.

However, in 1980, Ontario's imports in agricultural and food products amounted to \$2.33

billion while exports totaled \$1.32 billion — a billion-dollar deficit.

While forty percent of Ontario's total agricultural and food imports could be replaced by domestically grown and processed products, significant productivity improvements would be required.

On the export side, Ontario's performance could be improved if food and beverage processors could penetrate the markets that exist, potentially, for certain Ontario products in Europe, the Middle East and some newly industrialized countries such as Brazil and South Korea.

Ontario's initiatives

To help this important sector capture more of Canada's domestic market, Ontario has provided \$27.6 million in loans, guarantees and grants through the Ontario development corporations and the Employment Development Fund during the past 15 years.

Last January, BILD initiated a \$20-million, five-year aid program for this sector, which will be co-ordinated by my ministry, in co-operation with Agriculture and Food. Already \$4.4 million worth of projects has been announced to enable companies to modernize and expand their operations, including a five-year planting program for clingstone peaches and assistance for a controlled-atmosphere storage program.

A \$4-million allocation will support \$20 million in private investment at Canada Packers Inc. to provide a canola crushing operation. This facility opens a new crop opportunity for Ontario farmers.

5 Tourism

The tourism industry is strengthening its position as the second largest industry in Ontario, behind only the manufacturing sector, in terms of employment and provincial tax revenue.

In 1980, total tourism-related expenditures were about \$7.6 billion and generated more than \$1.2 billion in provincial tax income. Residents of Ontario spent seven out of 10 of those tourism dollars.

This year Ontario's tourism industry is experiencing its best year ever.

For 1981, total tourism revenues are estimated to rise by 16 percent to \$8.8 billion, generating more than \$1.3 billion in provincial tax revenues.

Travel to Ontario from outside Canada in the first nine months of this year increased 8.2 percent over the same period in 1980 — nearly 25 million people came to Ontario in the first nine months of 1981.

The largest gain was in travel from the United States, at 8.8 percent. There was a 2.2-percent

increase in visitors traveling by car and staying one or more nights, the first substantial gain since 1973.

In addition, the September year-to-date figures show a reduction of 2.5 percent in the numbers of Ontario residents returning from travel in the United States.

Present world trends indicate that tourism will be the leading industry by the year 2000. Decreased family size, increased disposable incomes and the energy situation all suggest that more Ontario residents will choose to holiday at home. Direct-destination and non-auto vacations by both domestic and foreign tourists will also increase. To meet the demands of a changing market, operators of tourist establishments, hotels, motels, restaurants, resorts and attractions such as Ontario Place are planning for the future.

The worldwide tourism market has been estimated to be worth \$120 billion by 1990. Recognizing this, the Ontario government is taking steps to ensure that we share fully the bright prospects in a generally difficult economic period.

Ontario's initiatives

In May of 1980, my ministry launched a major marketing campaign under the banner of "Ontario — yours to discover!" This international, multimedia promotion aims to maintain the upward trend of tourism in the province by increasing traffic and spending by visitors from markets with the highest growth potential.

The campaign has been a major success. A study of Ontario residents found a 78-percent awareness level of the "Ontario — yours to discover!" theme nine months into the program, compared to 80 percent awareness of the "I love New York" theme, after three years of the program. The latest studies commissioned by the ministry revealed that the "Yours to discover!" theme is now recognized by 63 percent of Americans in 11 key U.S. market areas.

Ontario's tourism marketing program is one of the most comprehensive and successful in the world. The ongoing program of \$9.6 million provides for more than 40 publications devoted to events, attractions and accommodation and an extensive variety of promotional items featuring important Ontario tourist destinations.

This major marketing campaign includes world-class advertising throughout the province, the United States and major markets abroad in English, French, German, Dutch and Japanese. In fact, in November our agency, Camp Associates Advertising Limited, was awarded three major international television awards for our tourism advertising. For the third time this marketing

effort represents the most ambitious tourism campaign in North America.

In 1981 this program includes the following:

- A special \$2-million supplement was provided for a television campaign and a newspaper insert, promoting Ontario as a travel destination, in homes in 11 key American markets within driving distance of Ontario — Buffalo, Cleveland, Chicago, Detroit, Duluth, Lansing, Minneapolis, Milwaukee, Rochester, Syracuse and St. Paul. The response in telephone inquiries and reservations was extensive;
- A similar spring supplement went to three million Ontario homes;
- A winter attractions magazine was mailed to three million Ontario homes in January, 1981;
- For winter of 1981-82 an expanded winter magazine will be distributed to Ontario homes through 42 newspapers;
- Our well-publicized tourist information service received 1,133,000 inquiries from Jan. 1 to Oct. 31, 1981. This represents a 27.8-percent increase in volume over a similar period last year. During the peak summer period, an average of 13,500 inquiries were handled each day;
- To improve our service we opened new centres in The Eaton Centre in Toronto, Canada's Wonderland, West Lorne and Odessa, replaced the existing centre in Niagara Falls and remodeled the centre in Barrie. We expanded the service time of the Fort Erie, Windsor Bridge and Hawkesbury centres to full-year and opened a travel-counseling service in Ontario House in London, England;
- We led travel trade missions to world-class travel trade shows in Canada, England and Germany;
- In 1981, we helped more than 200 travel journalists from Canada and abroad promote Ontario's attractions;
- We expanded our travel information services to French-speaking tourists by publishing all materials in French, expanding the French-speaking travel counseling service and introducing and promoting a French telephone inquiry service;
- To promote the tourist value of our provincial parks, the ministry worked with Natural Resources to develop a full parks-promotion program; and
- Beginning this year, Ontario licence plates will bear the "Ontario — yours to discover!" theme.

Using technology to help tourists

Another major initiative in our tourism program is the introduction of new technology:

- To upgrade the reservation service, we are looking at the feasibility of establishing a centralized computer reservation system designed to make the industry competitive internationally, to spread traffic to underutilized areas and to enlist travel agents directly as Ontario sales people;
- My ministry is also assessing the feasibility of introducing a computer system to gather, store and retrieve information on tourism accommodation and attractions; and;
- Through BILD, we will spearhead an \$11-million program to spread Telidon communications technology throughout the Canadian economy with travel information as the key data base.

Resources for tourist operators

Consultants in 18 field offices and at head office helped operators and developers analyze potential tourism sites and provided data for feasibility studies. They also offered guidance in effective operational procedures, in-house training for management personnel and staff in contact with the public, market data and analysis, financing advice, assistance in preparing and distributing promotional material, and presentations to other government agencies to ensure tourism development plays a key role in local plans.

Initiatives this year included:

- the introduction of a service brochure, promoting ministry assistance available for tourist operators;
- the introduction of a guide to using marketing to increase profits, specifically designed, in conjunction with the Northern Ontario Tourist Outfitters Association (NOTO), for tourist operators;
- joint industry-ministry seminars on marketing;
- assistance to NOTO in northern land-use issues to ensure that the importance of tourism as a business is understood;
- financial and staff support to assist NOTO in publishing its directory of accommodation; and
- more financial incentives to travel associations to prepare more-effective marketing plans and to gain professional marketing advice.

Tourism development

The quality and variety of Ontario's accommodation and attractions are essential to keeping our tourism business growing.

Under the federal-provincial Eastern Ontario Subsidiary Agreement, \$4 million has been provided to assist with feasibility studies, selected capital infrastructure, events and historical restoration costs associated with tourism-development projects of regional significance. Ontario shares costs equally with Ottawa.

Under the federal-provincial Northern Development Subsidiary Agreement, \$3 million has been allocated for marketing, travel generators and planning studies associated with tourism.

However, the federal government's share of the two above agreements represents less than two percent of their development dollars for the tourism industry in Canada. We have now been negotiating a third agreement and have found a lack of federal interest in tourism needs.

My colleague, the Honourable Frank Miller, and I are working together to ensure that Ontario receives a fair percentage of the cross-Canada program.

In addition, our Tourism Redevelopment Incentive Program (TRIP), implemented in 1979, guarantees loans up to \$500,000 and provides an interest-rate subsidy of 5 percent, decreasing to zero over a 10-year period. Guarantees of more than \$27 million have enabled 83 establishments to develop or upgrade facilities, supporting \$57 million in total investment. This program has been extended to 1984.

Planning for future development is essential to the success of new tourism operations. Through our studies assistance program we help operators, developers and municipalities pay for market and financial feasibility studies.

Such projects have included a market study for King Mountain, a traffic and parking study in Niagara Falls, a feasibility study for an attraction in Cornwall and an excursion train proposal in Haliburton.

Major new tourism developments have also benefited from the BILD program. Initiatives approved to date represent more than \$70 million and include:

- a review of the Canadian National Exhibition in Toronto and the Central Canada Exhibition in Ottawa to determine future development;
- the provision of \$27 million for a new Metropolitan Toronto convention centre and \$10.8 million for a new Ottawa convention centre, leveraging additional public- and private-sector investment;
- a grant of \$9.2 million for infrastructure

assistance in support of a year-round, world-class destination resort to be built at King Mountain by 1983; and

- supplementary funds of \$4 million to support the Ministry of the Environment's \$8-million grant to develop the sanitary sewage and waterworks systems required to spur recreational development in the Craighleith/Blue Mountain area.

In addition to BILD initiatives the government has supported the Hamilton convention centre with \$5 million in financial assistance, about one-third of the cost.

Upgrading accommodation

The Tourism Ontario accommodation grading program has been developed jointly by Tourism Ontario and my ministry in response to a demand for consistent, reliable accommodation. Last year, my ministry provided \$260,000 to fund Tourism Ontario's program.

We anticipate that grades for about 600 properties will be published by next spring in our accommodation guide.

My ministry also introduced a \$5.5-million program, funded through BILD, to help tourist establishments upgrade their facilities. This two-year program will help provide incentive financing for improvements recommended by Tourism Ontario in its grading reports.

While the grading assistance loans are available on a one-time basis, the development corporations will continue to provide assistance for other tourism projects under their regular financing programs.

6 Small business

The fastest growing sector of our economy is still small business. It is now well known that during the past several years, small businesses in Ontario have contributed to the creation of more new jobs than larger firms have. The 240,000 small enterprises in our province account for 40 percent of our total employment.

However, in a period of western industrial recession, smaller firms are particularly vulnerable. High interest rates and lack of sufficient capital are taking a toll on our smaller companies.

Ontario's initiatives

Often the ongoing assistance that the government provides, through loans, guarantees, advice or advocacy, is not as well publicized as the selective assistance to large companies. Yet smaller firms remained the prime beneficiary of government

programs and assistance throughout the year, and we will continue the commitment to build jobs and sales in the small-business sector of Ontario.

Although almost all my ministry's initiatives have a benefit to the small-business sector in Ontario, some programs are specifically designed to help smaller firms:

- Under our Technological Assessment and Planning Program (TAP), the Ontario government pays up to 90 percent of the cost of research and development and technical assessment work performed for small businesses by the Ontario Research Foundation and other research organizations. We pay up to \$3,600 per firm. In the fiscal year 1980-81, 30 Ontario small businesses benefited from this program, receiving a total of \$102,300 for preliminary technical assistance and planning studies;
- The provincial initiatives to create technology centres specializing in auto parts, biotechnology, microelectronics, resource machinery and computer-aided design will have particular benefits for smaller firms that cannot afford their own technology expertise;
- Our Program to Encourage Product and Process Innovation (PEPPI) provides inventors or small-business entrepreneurs with financial assistance up to \$10,000 to build a prototype of an invention to prove its feasibility. In the fiscal year 1980-81, 35 entrepreneurs received a total of \$349,100 in assistance;
- The Product Development Management Program (PDMP), co-sponsored by the government of Ontario and Design Canada, focuses on products that can be exploited commercially within 12 months of project completion. Grants of up to \$20,000 on projects involving a maximum of \$25,000 are available. Combined funding is 75 percent of eligible costs. In the fiscal year 1980-81, 33 companies across Ontario received assistance totaling more than \$580,000 toward the acquisition of outside product-design capabilities;
- In fiscal 1980-81, industrial engineering experts from my ministry provided advice and assistance in such areas as facility design, assembly methods, control-information design and management-information systems to 316 small secondary manufacturers in Ontario;
- Promotional assistance helps companies with innovative products to produce effective promotional materials and acquire skilled marketing expertise from the private sector. The Ontario government pays 50 percent of the cost, to a maximum of \$7,500 per company. In

fiscal 1980-81, 104 small firms received assistance totaling about \$657,000 under this program;

- My ministry has increased its marketing consulting services by expanding our team of consultants. In fiscal 1980-81 we provided guidance and counseling to 400 small Ontario businesses under this program;
- We created a special marketing-to-government consulting service and distributed a government purchasing directory to 35,000 small businesses across the province;
- The small business management development program is designed to improve the management techniques of small-business operators. Ministry consultants host public meetings with business operators in small communities; private consultants are engaged to provide one-on-one consulting services over a six-month period. In the fiscal year 1980-81, 20 communities were assisted in northern and eastern Ontario. Due to demand, the program has been extended to cover all Ontario;
- To help small firms find skilled people, the ministry provides employers with a domestic and international skill search. The program also encompasses advice and assistance with regard to manpower planning and skills training. In fiscal 1980-81, 2,887 employers requested assistance, 73 of them requiring recruits from overseas; imported skills totaled 883 and 8,092 jobs were created for Canadians;
- Many small businesses have problems that can be solved with the assistance of a consultant for a limited time, rather than a full-time employee. The small-business assistance program provides a good-quality, low-cost consulting service through 12 Ontario universities. In 1980, 276 senior commerce and business administration students worked on 1,746 assignments. Retail and service businesses accounted for more than two-thirds of the firms assisted, mainly in the marketing, accounting and financial areas;
- To help firms determine where to go for information, we distribute a directory called *Starting a Small Business in Ontario*. More than 40,000 copies a year are distributed on requests from firms. We are now going to make it available through chartered banks and chambers of commerce;
- Our field staff at 18 offices and our head-office specialists are meeting more firms, offering our assistance. Also, the Ontario Chamber of Commerce and my ministry have agreed to act as joint partners in the dissemination of information across the province. Already 33

chambers of commerce are part of the business information centre program particularly designed to reach the retail and service sectors;

- We have introduced a new community-based approach to professional counseling. We have conducted three major counseling sessions, one in Kingston, one in St. Catharines and one in Thunder Bay, as experiments in delivering professional services. More than 400 people attended the three seminars to talk with experts in financing, marketing and operations;
- Through our new taxation seminars, run in conjunction with the small-business assistance projects at 12 post-secondary schools, we have made first-class professional taxation advice available to more than 450 business people in 27 locations across the province.

Financial assistance

My ministry provides counseling assistance to small-business owners to enhance their ability to direct the financial operations of their firms. In the fiscal year 1980-81, ministry consultants worked with 246 small businesses across the province, broadening their financial know-how and assisting them with the development of financial information systems.

The Ontario development corporations offer supplementary financial assistance on a selective basis, for development or expansion by small businesses when adequate funding through other sources is not available on reasonable terms and conditions.

In the fiscal year 1979-80, 385 term loans and guarantees were approved, with a commitment of \$59.7 million. Companies estimated that more than 8,650 new jobs will be created from these investments during the next five years.

Last fiscal year, the program was accelerated. Between April 1, 1980, and March 31, 1981, 649 loans and guarantees totaling \$108.7 million were approved for businesses in Ontario. More than 14,600 new jobs will be assisted during the next five years as a result of these loans. Between April 1, 1981, and Oct. 31, 1981, 397 loans and guarantees have been approved for assistance totaling \$63.2 million. Under BILD, two community development corporations (CDCs) were formed to assist local entrepreneurs through counseling, provision of technical expertise and feasibility studies to establish and expand local business enterprises.

Sharbot Lake in eastern Ontario and the West Nipissing Municipal Association have received approval for up to \$100,000 a year for three years as the model corporations.

To address the financing needs of both emerging and growing Canadian high-technology

firms, the Ontario development corporations have earmarked a fund of \$50 million to be used over the next five years to nurture new high-tech firms and to encourage and assist expanding developed Canadian-owned firms.

And, of course, in the tourism sector, thousands of small-business operators will be affected by Ontario government initiatives.

We believe that the development and expansion of small- and medium-sized Canadian-owned businesses is vital to Ontario's economy. In total we feel we have a comprehensive series of programs designed to assist small business when, where and in the ways required.

High technology and high-technology industries are a major priority to any nation that hopes to be domestically and internationally competitive in the next decade and beyond.

Innovation-intensive industries have consistently outperformed manufacturing generally in terms of jobs, output, productivity and profits.

Ontario has traditionally supported research and development through university programs. We have also supported industrial research through the Ontario Research Foundation. In the past five years we have committed \$20 million to Ontario Research, which helped 2,002 companies last year. We have increased this support by \$1.6 million for a capital investment in new technology. The opening in July of the Ellis Engineering Wing improved facilities for research in engineering.

Ontario has many high-technology sectors that have the capacity to expand in the 1980s and have the business leadership to capitalize on Ontario's base. This is where Ontario's BILD program will make a contribution to the development of high technology in the province.

Canadian-owned firms will be assisted with \$10 million in 1981-82 to provide start-up and development funding. This assistance will be provided through the Ontario development corporations.

Marketing our successful products is another priority for this government. Through my ministry's foreign offices and missions program, we are promoting Ontario's high-technology products to other governments and companies.

We are also selling at home. The ministry, in conjunction with the Canadian Advanced Technology Association, sponsored the first comprehensive exhibition of Canadian high technology ever assembled, Canatech '81, in

October, 1981, to demonstrate our country's abilities and products. More than 50 Canadian high-technology companies, including Northern Telecom, Gandalf, Spar Aerospace, Mitel, Electrohome, Norpak and the manufacturers of Telidon hardware, displayed their products at Canatech '81.

Developing technology takes time and money, within the framework of a long-term serious commitment. Ontario has made that commitment.

1 Microelectronics

The microelectronics field represents a great opportunity for Canadian firms. Of a world semiconductor production of \$14 billion, Canadian firms produced about \$40 million to \$50 million, while \$492 million worth of components were imported to Canada.

Of a world market of \$180 billion in electronic products, we produced \$4.3 billion.

It is estimated that intelligent electronic-based products will have a \$60-billion annual market by the end of the decade. We want to secure an adequate share of that market for Ontario producers.

In addition to providing improved productivity and export potential in various manufacturing sectors, high-technology industries are already providing the kind of growth and employment opportunities Ontario wants.

It is encouraging that of the 80 high-technology companies operating in the national capital area, employment may increase from the current 15,000 to 100,000 by the end of the eighties.

This region now has the basis of a dynamic and aggressive industry — an industry that the government is committed to see developed to its fullest possible extent.

Ontario's initiatives

Almost two years ago I started a review process of the long-range implications of microelectronics for Ontario's economy and the identification of the most lucrative opportunities.

I recently tabled the report of the Ontario Task Force on Microelectronics.

The report recommends that the government:

- stimulate investment in high-technology ventures through tax incentives;
- develop policies to improve the climate for research and development;
- establish immediately a microelectronics technology centre as a central information base and a prime resource for technological development;
- treat software as an industry in its own right;
- work with labour and private industry on retraining programs; and
- provide income support programs to assist workers displaced by new technology.

We are moving to enhance this technology in Ontario. My ministry will be establishing a microelectronics development centre shortly.

This centre will be designed to ensure a steady and adequate flow of advanced technology to industry, particularly to smaller manufacturers, and to explore product design applications.

However, the development of microelectronic technology is not sufficient to raise Ontario's manufacturing potential. This new technology must be applied to manufacturing processes.

We funded ORF research on the potential applications of microelectronic technology to manufacturing processes. The aim of the \$100,000 study was to assess the awareness of the manufacturing industry in Ontario of computer-aided design and computer-aided manufacturing technologies (CAD/CAM) and to make recommendations on the needs of companies to utilize these technologies.

To promote understanding of the capabilities and benefits of CAD/CAM systems on the part of both company management and technical personnel and to create a pool of qualified manpower in related fields, the Ontario government will create both a CAD/CAM and robotics centre.

The centres will provide robotics, computer-aided design and numerical control machine demonstration, applications counseling and training, technical and supplier information and special application development. Many of these activities will be available on a fee-for-service basis.

We have also identified certain specific opportunities to assist Canadian high-technology entrepreneurs in producing an entire new range of world-leading educational learning devices.

More than 3,200 microcomputers have been purchased by Ontario schools — mostly imported from Japan and the United States. And the future growth potential in this market — not only in Canada but worldwide, is enormous.

To develop world-leading educational microcomputers, the Ministry of Education, along with the Canadian Advanced Technology Association and my ministry, worked to develop a new set of functional specifications for educational microcomputers. This will enable Canadian manufacturers to develop products to compete internationally.

2 Biotechnology

Biotechnology has come to mean the science and technology of engineering micro-organisms to carry out specific tasks for economic benefit. This is estimated to be a multibillion-dollar market of the future.

Like microelectronics, the industrial applications from advances in biotechnology have the potential to affect almost every sector of our economy, either with entirely new products or with the replacement of traditional products and processes.

Biotechnology will provide industrial opportunities in the health-care, energy, agriculture, forestry and mining sectors.

Ontario's initiatives

In anticipation of future markets, my ministry identified biotechnology as one of the major high-technology opportunities for manufacturing benefits.

Ontario has already been involved in funding and encouraging research in this area through our universities, agricultural research programs, natural resources experimentation and industrial research through the Ontario Research Foundation.

This year, Premier William Davis announced a major investment in this developing technology. The Ontario government will participate with the Canada Development Corporation and John Labatt Limited to establish a jointly owned venture to develop biotechnology-based products and processes that will have a fundamental impact on our economy. Industrial applications will be its prime focus.

The new biotechnology venture, Allelix Inc., will provide Canada with a world-scale entry into this rapidly advancing technology.

Construction of the research and production facility in Malton is the first stage in a 10-year,

\$100-million investment program announced earlier this year in support of high technology.

Ontario will contribute \$30 million. Five million dollars of this is an up-front investment in the joint venture, \$10 million will be loaned to finance the research facility and the remaining \$15 million will support ongoing research costs.

Provincial cash flow for the 1981-82 fiscal year is expected to be \$8 million to support research into the manufacturing application opportunities.

We look to the centre to foster the development of specialized technology and manpower so critical to the success of this technology. And we expect to help foster the development of new Canadian firms that will compete internationally. This centre will help us co-ordinate our efforts in Canada and discourage duplication of facilities or research.

3 Aerospace

The world aircraft market is expected to peak at \$300 billion between 1985 and 1990. Coupled with this is a \$100-billion worldwide market for turbine engines.

In the general aviation field alone, the market is expected to rise from less than \$17 billion in the 1970s to more than \$58 billion in the 1980s. The engine market will also triple, from \$4 billion to \$12 billion.

Ontario has an opportunity to capitalize on this growing market of the future.

Currently, Canada is fifth in aerospace sales in the western world. Our sales in the past year exceeded \$2 billion. That's a 250-percent increase during the past four years, with a further doubling expected during the next five years.

The industry now exports more than 80 percent of its production, and growth in employment has nearly doubled from 25,000 in 1974 to 45,000 this year. For Ontario's aerospace firms to benefit from a world market, bold federal leadership is required. It will take a national defence policy and program to provide the climate where major firms such as Spar Aerospace can develop internationally recognized products.

The federal government's industrial offset programs, which require economic benefits for Canada under its procurement program, should assist some Ontario firms.

For example, under the industrial-benefits program signed with the federal government for the supply of long-range patrol aircraft, Lockheed Corp. is committed to place close to \$1 billion in new business with Canadian firms.

Under the program for the supply of the CF-18 fighter aircraft, McDonnell Douglas Corporation is committed to place close to \$3 billion in new business, 60 percent of which is to be in the aerospace and electronics fields.

Ontario's initiatives

In anticipation of this growing market of the future, my ministry has been working with Ontario firms that are already actively pursuing this market.

Lockheed Corp. in California, with the co-operation of my ministry, conducted a series of seminars in May, during which a team of quality-assurance experts from Lockheed showed Ontario manufacturers how to qualify as suppliers to the aerospace industry. More than \$465 million in contracts had been placed in Canada by the end of last year.

A continuing effort is being made to identify and catalogue the production capabilities of companies wanting to participate in the contracts resulting from the offset programs, and to assist them in upgrading their capabilities.

My ministry also took missions to Missouri, Texas, California and Georgia seeking aerospace contracts with major American avionic and aerospace companies. We produced detailed information for Ontario firms on the market opportunities and steps to capture that market.

Meetings were set up for 15 Ontario firms with more than 200 procurement officials from 41 aerospace companies in a one-week Ontario mission to California.

We also supported the federal mission to France for the Paris Air Show in June. Preliminary sales from the 29 Canadian firms that participated included a dozen options to buy de Havilland's 36-passenger Dash-8, scheduled for production by 1984.

Ontario has already paid \$9.2 million for the first two Dash-8s to be produced to help the cash flow for de Havilland's development program.

We also see a tremendous opportunity for the creation of an indigenous helicopter industry with the Canadian military's need to replace its 100-craft fleet.

Where required, Ontario is also prepared to make financial assistance available to firms where employment or new technology will result. In July, I announced a \$650,000 grant to Bachan Aerospace of Canada Limited in Windsor for a \$6.7-million, five-year capital investment program. A total of 242 jobs will be created during the next five years as a result of the expansion.

In addition, a grant of \$400,000 went to Haley Industries Limited to assist an \$8-million, five-year capital expansion. This expansion will create 81 new jobs.

The aerospace market provides great potential but requires major capital investment and aggressive worldwide marketing. Firms such as de Havilland and McDonnell Douglas have the products and expertise to sell successfully to this

market but some restructuring of jobs in this developmental period may occur.

4 Information technologies

There is every indication that the new information technologies will dominate the next 20 years, and the decisions made about the communications and information-technology sector will affect a whole host of other industries.

Information-based occupations now account for more than 45 percent of all jobs in our society.

The market for computers and related technologies alone will reach \$3 billion this year in Canada and may exceed \$15 billion annually before the turn of the century, and the Canadian communications market is approximately twice this size.

The introduction of new microelectronic-based technologies has created a market of new office equipment, which is commonly known as the office of the future.

In addition, the advent of new microelectronic-based technologies such as videotex, Telidon, video cassette recorders, videodisc players, fibre optics and satellite broadcasting has opened up phenomenal industrial-development opportunities in feature film, video arts, industrial and educational programming and software development.

The videotex market alone may reach \$750 million a year and 400,000 sets a year could be sold by 1985.

Taken together, hardware and software provide us with enormous challenges. Our ministry is committed to capitalizing on those advantages.

Ontario's initiatives

One major commitment of my ministry is to the Canadian videotex system, Telidon. The Ontario government has mounted an \$11-million hardware-and-software program for the diffusion of Telidon technology through our economy.

This program will be allocated up to \$5 million from the Ontario government, \$5 million from Infomart and \$1 million from Torstar Corporation.

Through this new videotex support program the government of Ontario will purchase 2,000 Telidon units.

Initially these units will be programmed with tourism information, the Toronto Star Guide and other specifically developed data bases provided by the private sector through Infomart. We estimate that this program will stimulate the sale of 75,000 videotex terminals in our domestic market alone by 1983.

In order for Telidon technology to move from an experimental stage to a practical reality, the Ontario government has made the first

investment in a practical program. Because of the wide interest in travel information and attractions advice, Telidon will soon be used by the public directly.

We are confident that this major purchase of terminals — along with the investments in specifically designed programming — will provide an important market base for Telidon as well as enable this new technology to be diffused rapidly into the mainstream of our economy.

To administer and co-ordinate this new videotex support program we will create a new information-technologies capability within the ministry to create a capability to promote film, video and software development.

With the introduction of pay TV in the next few years, our film and video industries will be provided with an additional vehicle that could create thousands of new jobs.

My ministry will also extend existing marketing and promotion services to the video and software industries.

Another initiative is our marketing and assistance program for the office of the future. The most modern, high-technology equipment available will be incorporated in such operations as the new Ministry of Revenue headquarters in Oshawa and the Liquor Control Board's new warehouse installation in the Durham region.

These are examples of the initiatives we will pursue to help these critical sectors grow and flourish in Ontario.

5 Machinery and equipment

Canada's resource-based industries — agriculture, energy, pulp and paper, fishing and mining — provide a lucrative equipment and technology potential.

By 1980, 75,600 people were employed in Ontario in the machinery and equipment sector and we expect this to increase 50 percent, to 114,000 by 1985.

But despite growing export sales between 1970 and 1980, Canada quadrupled its machinery trade deficit — from \$1.6 billion to \$7.1 billion — as the rate of demand outstripped our capacity to produce. The greatest potential market is for machinery needed by resource-based industries, where imports account for two-thirds of the domestic market.

For example, manufacturing opportunities include \$67 billion in oil- and gas-related projects in Canada over 10 years and \$1 billion in agricultural equipment imported annually at present.

There are great opportunities for Canadian manufacturers in the Canadian oil- and gas-related developments and in major electrical generation and transmission projects.

There are also opportunities to develop new Canadian suppliers for the \$19 billion in orders that must now be placed offshore.

Ontario's initiatives

Ontario has actively helped the machinery and equipment sector identify opportunities and has stressed to all provinces the important role that the resources industry can play in helping our country's domestic machinery and equipment sector.

Ontario firms have the capacity to capture a greater share of our domestic market, but this requires the early identification of manufacturing opportunities and the initiation of joint ventures to supply and develop the equipment needs of the resources sectors.

To co-ordinate this function, we will provide a major initiative for the resource machinery industry. Through a co-ordinating facility in Sudbury, representatives of resource firms, equipment manufacturers, labour and government will identify manufacturing opportunities and work together to develop the kinds of equipment that resource companies will need in the next 10 years.

While we are trying to assist the machinery and equipment sector within our provincial means, it is clear that national and international factors are having a substantial negative impact on many Ontario firms.

IV FACING SOME BROAD ECONOMIC ISSUES

1 Developing our domestic market

I believe that Canada must work toward building a strong economic confederation, and that our basic economic strength lies in the further development of our domestic market.

Our own domestic market — where we sell 75 percent of our goods — is our most important market.

Yet Canada has a high level of import penetration. Ontario manufacturers selling into this market are confronted with regional and provincial markets with some obstacles as great as those encountered in dealing abroad.

Promoting a Canadian common market

Throughout the year we have traveled across Canada delivering the message that the country can build a prosperous national economy in which each region and each province can create more jobs and higher incomes for its citizens.

Our philosophy was outlined in the paper *Interprovincial Economic Co-operation: Towards the Development of a Canadian Common Market*.

We embarked on several practical steps that we believe will help Ontario and all other provinces develop a sound economic future:

- We have traditionally offered a 10-percent price preference for Canadian, not Ontarian, content in public procurement;
- We required Canadian sourcing by all recipients of the \$118.8-million Employment Development Fund grants to the pulp and paper industry. This enabled Quebec to gain \$200 million in

orders and other provinces to gain \$69 million to date;

- We established an interministerial committee on government procurement that is seeking ways of increasing the use of provincial procurement to promote Canadian industrial development;
- We identified prospects for interprovincial procurement agreements on specific products so as to support the establishment of new Canadian industries: educational material, professional and scientific equipment, pollution control equipment, office and store machinery, electrical industrial equipment;
- We have called for the establishment of a Canadian domestic market development agency, owned and operated by all 11 governments, to encourage changes in provincial purchasing practices, work with megaproject managers and examine major import-replacement opportunities; and
- We have obtained a co-operative commitment with some provinces on reciprocal trade activities.

Selecting sectors

Last summer, we obtained agreement from the other provinces to embark on the first major program of interprovincial co-operation in replacing imports.

We set out to increase by 10 percent the Canadian share of the health-care products market that was being imported. The total Canadian market for these products is about \$1.2 billion annually. Of that market 70 percent is now bought out of the country.

We are now looking at the institutional sector. This \$2-billion market in Canada represents the

public procurement segment of the industry alone.

Procurement policy

Last year, ministries of the Ontario government directly purchased about \$800 million worth of goods and services. That total represented one-third of the goods and services purchased by all provincial governments in this country combined. About \$8 billion was spent by all public bodies in Ontario.

In 1974, as a percentage of domestic production, government — or government-financed — purchases in Canada accounted for 22 percent of all expenditures in the construction industry, 14 percent of all expenditures on pharmaceuticals and medicines, 13 percent of the expenditures on office furniture and 11 percent on other furniture, and 12 percent of all expenditures on scientific and professional equipment.

Total government expenditures in Canada on goods and services amount to about \$35 billion annually. Two-thirds of those expenditures are at the provincial and municipal levels.

Last year, the Ontario government announced that our Canadian preference policy in purchasing would be extended to all provincially funded agencies, on a voluntary basis.

To ensure maximum impact from this new policy direction, we have established an office of procurement policy, which is responsible for working with provincially funded agencies to assist their purchasing departments in adopting the new preference requirements for Canadian products.

This office is also responsible for developing corporate sourcing commitments for those companies receiving provincial development assistance.

Those requirements have been built into the programs of BILD, the Employment Development Fund and our small-business financing programs to promote a higher level of sourcing of Canadian products.

The office of procurement policy is also developing initiatives designed to make public-sector purchasing more effective.

A mechanism has been established requiring that all substantial purchases by provincial ministries be reviewed to provide Ontario with the opportunity to exhaust the potential contribution of Canadian suppliers prior to any contract going offshore.

As part of the mechanism, the office has the mandate to recommend to the Ontario cabinet that preference in excess of the basic 10 percent be considered in cases where the purchase is of particular importance to a specific Canadian industry.

Aid to Ontario firms

In addition to our commitment to developing interprovincial economic strategies, we have continued to give support to companies in our own province through a series of initiatives:

- We have participated in domestic trade fairs aimed at maximizing the Ontario manufacturer's opportunities in megaprojects;
- We play an advocacy role — investigating legitimate complaints about public-sector purchases of products from foreign suppliers when comparable products are available domestically;
- We maintain a computer data bank of sales agents and distributors across Canada to which Ontario manufacturers have access; and
- Twenty-three billion dollars worth of imports have been identified in the \$80-billion materials and equipment sales anticipated in Canadian megaprojects in the next 10 years. We are actively working with the megaproject principals to develop an effective trade-development program.

These are examples of measures designed to replace a portion of the \$50 billion worth of manufactured goods imported into this country annually with Canadian-made products.

2 Opening export opportunities

In 1980 alone, Ontario exported almost \$17 billion worth of products throughout the world. In fact, export of goods and services accounts for one-third of all provincial income. Yet our exports are mainly manufactured goods. They do not sell themselves. They need sophisticated marketing support for long-term international success.

Through the 1980s, as tariff barriers are lowered under the terms of the Tokyo Round multilateral trade negotiations, Ontario firms will find significant new export opportunities but also increased competition.

To meet that competition, they will have to increase their efficiency, the level and sophistication of their marketing efforts, and their ability to produce high-technology products based on effective industrial research, development and innovation in Canada.

Developing export potential

We are committed to help first-time exporters develop export capabilities through specific

programs and policies introduced last year in our Export 80 program.

Our prime assistance to these first-time exporters is international marketing consulting advice through our domestic offices and our trade development specialists. On average the ministry handles 100 consultations a week on exporting.

The following programs have been the most beneficial to first-time exporters:

- The trade aids program has assisted 45 companies in the fiscal year 1981-82 with sales of \$7,162,000. Fifty-six more firms will be helped this fiscal year;
- The U.S. regional trade fair program helped introduce 134 firms to our nearest and most accessible foreign market;
- Specific market and marketing advice was provided on all major markets; and
- Trading houses qualified for the first time for export assistance to help smaller firms export.

Through BILD, an international marketing intern program was launched. We pay half of a new graduate's salary for two years if that graduate is trained in international marketing and gains experience both inside and outside Canada. Already 13 interns are in place.

Expanding export opportunities

My ministry has designed programs to build on the strengths of long-time exporters and help them diversify and expand.

Our detailed market data, exporting advice, marketing expertise and information on federal and provincial export support programs help these firms expand export business.

Our 1980-81 trade development programs, both missions and fairs, brought good early results to Ontario firms:

- A group of mining-equipment manufacturers came home from South America with sales worth \$4,339,000;
- Another group went to Mexico on a mission costing \$9,000 and sold machinery worth \$3,625,000;
- An Ontario trade mission to China pursued an \$8-million tobacco market;
- Thirty-five auto-parts manufacturers at the annual auto parts show in Geneva sold more than \$7 million there and projected \$23 million in future sales; and
- An exhibition in West Germany brought more than \$2 million worth of orders.

To help long-term exporters we identified a core client list of 1,000 firms with the most potential to expand Ontario's export sales.

Under the Export 80 program we undertook the following initiatives to help them:

- We used trade associations to bring together firms that can export complementary product lines;
- We set up the office of commercial policy to help Ontario firms that encounter unfair trade practices by foreign competitors;
- We identified more than 100 Ontario trading houses to begin promoting services to small- and medium-sized manufacturers;
- We doubled export financial assistance through the development corporations, then increased the funding again through the BILD program from \$25 million to \$50 million; and
- We created the Ontario International Corporation to help Ontario public- and private-sector expertise gain from the \$100-billion-a-year market for capital projects, many in newly industrialized or resource countries.

During its second year, the corporation expects to help in the signing of \$285 million in contracts between Ontario companies and countries around the world.

3 Providing financial support

Financial advice is a major requirement for large and small firms. Our 18 domestic field offices provide significant consultations in this area, as well as referring firms to the 11 offices of the Ontario development corporations and head office specialists for the Board of Industrial Leadership and Development and ministry funding programs.

Hundreds of firms receive help each year in finding investment partners, financial backers and support from banks. We play a particularly active role in encouraging financial institutions to give special consideration to smaller ventures that need initial support.

Ontario development corporations

Since the development corporations were established, the bulk of their activities has been directed toward providing small-business assistance.

More than 87 percent of the 5,000 loans and guarantees approved since the corporations' inception have been received by small Canadian

businesses, with the average loan in the \$140,000 range. By the fifth year of investment these loans will help generate an estimated 124,000 new jobs.

The development corporations will continue to focus, on a selective basis, on credit and cash-flow needs of Canadian-owned small- and medium-sized businesses in line with the province's industrial development objectives, in cases where conventional lenders do not provide an adequate supply of capital for Ontario's entrepreneurs.

In some selected situations, the corporations may offer special incentives, which are invaluable tools in assisting potentially viable firms over their break-even point and into their next stage of growth development.

Incentives applied to term loans generally take the form of interest and/or principal deferral, or interest payment schedule based on earnings. Incentives applied to guarantees are usually in the form of an interest subsidy.

In 1980-81, the development corporations approved 368 term loans for \$51,101,000. Of these, 206, with a value of \$34,299,000, contained some incentive element.

In addition to the incentives offered by the corporations, the basic lending rate is usually below that charged in the private sector and hence affords an incentive in itself.

Guarantees and term loans

At the present time, the development corporations provide direct financial assistance to Ontario's industries in three basic forms: term loans with or without a direct incentive feature, loan guarantees with or without incentive, and export lines of credit.

Recently, the development corporations have been placing increasing emphasis on the use of loan guarantees, with the province usually guaranteeing 90 percent of the loan's face value.

The development corporations, through BILD, have been allocated \$10 million a year for the next five years for the expansion of the existing venture-financing assistance program and the implementation of an income-debenture program to support high-technology and growth companies in accordance with the BILD initiative.

The development corporations also provide a unique credit facility for new exporters that is instrumental in helping these firms over the initial steps of entering new markets.

BILD has recognized and supported the validity of this export support program, which in 1980-81 financed an estimated \$70 million in manufactured exports via the extension of revolving lines of credit.

As previously announced in BILD, the Ontario development corporations will receive an additional \$15 million in 1981-82 and \$10 million

in 1982-83 to fund its revolving lines of credit for exporters in an expansion and refinement of the existing program, which will emphasize the corporations' catalytic role in assisting new exporters.

Employment Development Fund

The Employment Development Fund, which ended in March, 1981, provided the main assistance vehicle for medium and large firms in industrial sectors that have high employment factors. Often EDF grants were used to help major sectors, such as pulp and paper, textile or farm machinery, retool for the future. In this process of securing jobs for the future, some unemployment will result as the firms restructure.

Of the grants approved to Oct. 31, 1981, 20.6 percent have gone to general manufacturing; 29.1 percent to the automotive industry; 8.3 percent to wood products; 6.5 percent to high technology; 11.1 percent to textiles; 2.1 percent to the electrical sector; 20 percent to transportation; 1.5 percent to agriculture and food; and .8 percent to chemical.

Canadian-owned businesses have received 58.2 percent of the funding and foreign-owned firms 41.8 percent.

Since its inception in 1979, the EDF has approved grants of \$179.5 million to the manufacturing and pulp and paper industries. This secured capital-investment commitments of \$2.3 billion in Ontario over the next five years. The projects will create about 15,567 jobs.

Board of Industrial Leadership and Development

In January, 1981, Premier William Davis introduced BILD, a five-year, \$1.5-billion government commitment aimed at creating jobs, increasing output and improving productivity.

In the 10 months since its introduction, my ministry has already been allocated funds for 15 major projects, flowing \$194.7 million to firms across the province. Literally hundreds of firms have benefited directly and the entire province will benefit indirectly from initiatives in applied technology, tourism promotion, new tourist attractions, upgrading of facilities, economic development for smaller communities and international marketing expertise.

Funds allocated to date include:

- biotechnology centre — \$30 million over 10 years;

- community development corporations — \$600,000 over three years;
- Ontario Research Foundation expansion — \$1.6 million;
- international marketing interns — \$7.5 million over five years;
- tourism upgrading program — \$5.5 million over two years;
- tourism marketing — \$10 million over five years;
- Telidon information system — \$5 million over two years;
- Toronto and Ottawa exhibition studies — \$450,000;
- Ottawa convention centre — \$10.8 million;
- Metropolitan Toronto convention centre — \$27 million;
- procurement policy initiatives — \$250,000;
- high-technology equity fund — \$50 million over five years;
- export support — \$25 million over two years;
- food processing support — \$20 million over five years; and
- extension of TRIP program to 1984 — \$1 million.

4 Encouraging industrial growth

Investment is critical to economic growth and security of employment. Despite difficult worldwide economic factors, Ontario manufacturing investment in 1980 was up 34.5 percent and a further 29.1 percent is indicated for 1981.

During 1979 and 1980 about 450 companies announced new manufacturing projects in excess of a half-million dollars. These projects will result in \$8.7 billion worth of manufactured goods or 5.2 percent of Canadian shipments.

Over the past year and a half my ministry's initiatives to increase investment included the following:

- help for firms looking for plant location sites, affecting 4,424 jobs and \$221.3 million in investment;
- help through our foreign and domestic offices for 76 foreign firms looking for plant locations, joint ventures and licensing arrangements — \$44.2 million in plant investment alone;
- help for 49 Ontario firms seeking profitable

mergers and acquisitions, affecting \$32 million in sales;

- a comprehensive package of sales material for our international offices to help interest foreign investors;
- a new automated system to provide a variety of sourcing information for inquiries from Ontario manufacturers, especially on auto parts and defence offset opportunities;
- specific encouragement for automotive-parts manufacturers in Japan and Europe to choose Ontario sites for North American plants;
- advice on development and land use, promotion assistance, training through the University of Waterloo and information on international joint venture and licensing opportunities for Ontario's municipal industrial commissioners;
- assistance for 750 Ontario manufacturers to locate specific technology investment partners overseas; and
- co-ordination of a mission of industrial commissioners to the Hannover Trade Fair in Germany to promote joint venture and licensing opportunities between Ontario and European manufacturers.

Global product mandating

We are also encouraging Canadian subsidiaries of multinational firms to specialize in a limited range of products with economies of scale to compete in world markets. This mode of operation, called global product mandating, offers potential benefits not only to the foreign-owned firm but also to the Ontario economy.

We asked senior executives of some of the most successful multinationals to form a committee to provide our government with recommendations on practical steps we could take to encourage more multinationals to adopt such a strategy in Canada.

The report of that committee, which was chaired by Lorne Lodge, chief executive officer of IBM Canada Ltd., emphasized that more effort is required to develop the necessary flexibility and environment that will lead to the adoption of specialized missions in accordance with the unique characteristics of individual multinational enterprises.

To that end, we have established two ongoing working committees that the report recommended:

- the specialized mission adaptation committee — representatives of government and multinational firms will identify ways in which we can work with multinationals to adopt specialist mission strategies in their Canadian operations; and

- the multinational sourcing committee — representatives of multinational firms, the Canadian Federation of Independent Business, the Canadian Advanced Technology Association and my ministry will develop practical measures to increase purchasing from Canadian businesses.

5 Identifying energy opportunities

Rising energy costs and the search for new alternatives will create major new business opportunities in energy-efficient products and technology. The export and employment potentials are also significant. Already estimates show a \$300-million North American market in solar applications alone in the next year.

New technologies will be required in major fields such as transportation and the manufacture of alternate fuels. Consumer and industrial interest in energy-saving ideas will enable Ontario companies to capitalize on these opportunities.

But new technologies and implementation of energy conservation measures usually require front-end financing that is often not feasible for an individual company. By providing a resource of information on the present technologies and by making funding available through a new joint program with the federal government, the ministry is actively helping Ontario business people develop and market new energy-saving ideas.

Energy conservation

Cutting energy costs takes capital investment. Under the \$10-million conservation and oil-substitution program, grants up to \$50,000 are provided to manufacturing plants to replace or convert oil-consuming furnaces or equipment or to implement other energy-saving measures.

The program also covers 50 percent of the cost, up to \$1,000, for advice and a written report by an Ontario professional engineer to provide an energy-saving implementation program.

Since the program was started a year ago, 451 Ontario establishments have received grants totaling \$5.5 million for projects costing \$25 million.

The total amount of heating oil saved under conversion projects is 88.2 million litres. In addition, energy conservation measures implemented have saved about \$10 million, the equivalent of 51.6 million litres of oil.

To help manufacturers identify energy savings, the ministry conducts an energy bus program throughout the province that provides a computerized assessment on site of potential

energy savings. Through this program 1,500 firms have been audited.

Under a five-year Ontario/Canada program, \$58 million is available for demonstration projects that help develop, demonstrate or promote the use of promising new technologies for both energy conservation and renewable energy.

The ministry offers an advisory service provided by consultants in its energy projects group. The consultants will answer questions by industries concerning various types of energy-conservation technologies and their application.

In January I announced the extension of these energy-conservation programs to include tourism operators.

As we move further into the eighties, there is no doubt that we are sharing with the western world a difficult time. When I look around the world at other industrialized nations such as the United States and countries in Europe, I feel that we as a province are doing remarkably well.

While the recession is lasting longer than world experts would have predicted, my ministry has

taken steps to maintain Ontario's prosperity and to try to ensure its growth in the future.

I have outlined some of those initiatives to help international trade and industrial development and to attract tourist dollars. We will continue through programs such as these to build on our strengths so that we can capitalize on our opportunities.



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